

# PRINTERS' INK

*Registered U. S. Patent Office*  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

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B. A. I. S. 1921 with  
N. W. Ayer & Son

## A Bachelor's Baby

THE business of Belle Mead Sweetmakers, of Trenton, N. J., was originated by a bachelor sent to the country to regain his health. He decided to be busy about something and concluded to make candy, where he could get pure cream, eggs, fruit, nuts, etc. Not being a candy cook himself, he hired one—a young man who apologized for his little training by saying he knew how to make "straight candy," but had not yet learned how to "manipulate" it—that is, he knew how to make pure candy, but he didn't know enough chemistry to make strawberry flavor out of an old boot. He was hired.

From that day to this, Belle Mead Sweetmakers have always been candy cooks. They never have become chemists. Today they operate one of the most beautifully constructed and conducted candy kitchens in the world where the highest ideals are maintained.

They have let us into the front door of the business and allowed us to snoop into every corner. As a result we uncovered facts which permitted us to make recommendations regarding sales policies that have proved somewhat revolutionary.

It would be impossible to improve Belle Mead Sweets, but already there is a new relationship between Belle Mead Sweetmakers and Belle Mead dealers that looks like the rainbow of promise.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO

## Can you tell a man's Business by looking at him?

Can you pick out the lawyers from a crowd of men—or the bankers?

Your father, when he was young, could pick out the farmers on any city street.

He could tell them by their hats, their shoes, their clothes—by their watch chains or their tanned faces.

Today every third man you meet in the city on the streets or in the stores—is a farmer but you don't know it.

There are two reasons for the change in his appearance: Automobiles and advertising.

Because of the automobile he buys in the same stores that you do.

Because of advertising he buys the same things that you do.

Two million farm families of the better class—the buying class—read The Standard Farm Papers.

They read the advertising as they do the news and from it get their buying ideas.

They go to the stores where your goods are sold.

Can you overlook a market of Two Million families?

### The Standard Farm Paper Unit

*The flexible national medium with local prestige.*

**A. B. C. Circulation 2,000,000.**



**The Farmer's Wife**  
*Reestablished 1898*

**Hoard's Dairyman**  
*Established 1870*

**Progressive Farmer**  
*Established 1884*  
Birmingham, Raleigh,  
Memphis, Dallas

**The Michigan Farmer**  
*Established 1843*

**The Ohio Farmer**  
*Established 1848*

**The Wisconsin Agriculturist**  
*Established 1877*

**Prairie Farmer, Chicago**  
*Established 1841*

**Pennsylvania Farmer**  
*Established 1886*

**The Breeders' Gazette**  
*Established 1881*

**The Nebraska Farmer**  
*Established 1859*

**Wallaces' Farmer**  
*Established 1895*

**Pacific Rural Press**  
*Established 1870*

**The Farmer, St. Paul**  
*Established 1882*

*Eastern Representatives:*  
**WALLACE C. RICHARDSON, INC.,**  
95 Madison Ave.,  
New York City.

*Western Representatives:*  
**STANDARD FARM PAPERS, INC.,**  
1100 Transportation Bldg.,  
Chicago

*All Standard Farm Papers are members of the AudM Bureau of Circulation*

# PRINTERS' INK

*Registered U. S. Patent Office*

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No. 10

## What to Do When a Million Babies Have No Carriages

How the Lloyd Manufacturing Company Won Quick Success, and Now Uses Space in 4,554 Newspapers

By G. A. Nichols

WHEN the Lloyd Manufacturing Company, of Menominee, Mich., came to consider its 1922 advertising appropriation it reasoned something like this:

"There are about 250,000 babies born each month in the portions of the country where we have distribution. The usual plan is to buy a baby a carriage a few days before or a few days after its arrival. But most babies born between November 1 and March 1 have to wait until spring before they get their carriages, weather conditions being the cause. Next March, therefore, fully a million babies will have no carriages. Why not advertise in a way that will bring the bulk of this rush spring trade to our dealers?"

This, of course, is only one of the incidents and causes behind Lloyd's 1922 newspaper and direct-mail advertising campaign. But it is sufficient to show how the company looks ahead and lays out definite objectives so that its business-getting machinery may operate with as little lost motion as possible.

The factory kept busy all winter turning out carriages for the anticipated spring demand. And so effective was the merchandising that the advance orders from dealers kept right up with the production—another case of starting an advertising campaign in the factory.

Lloyd's 1922 outlay, which has behind it much of romance,

human interest and inspiring business achievement, is the largest in the company's history. Space in 4,554 newspapers will be used, subdivided like this:

One hundred and forty-five leading dailies, located in forty-one States.

Nine Sunday sections in New York, Chicago, Boston, Atlanta, Los Angeles, San Francisco, Washington, Milwaukee and Seattle.

Four thousand four hundred weekly small-town newspapers.

To all this advertising, which is over the company's name and altogether general in its effect, is to be added the individual newspaper advertising which thousands of Lloyd dealers in all parts of the country are encouraged to run over their own names and at their own expense.

The way the retailers are backing up the general advertising establishes to the company's complete satisfaction the fact that their co-operation has been secured in a really surprising degree. During 1921 10,342 dealers ran baby-carriage advertising copy. Out of these 6,863, or 66.3 per cent, named Lloyd merchandise. Out of 1,145,311 lines of copy paid for by dealers Lloyd products got 807,028 lines, or 70.5 per cent.

"In view of the fact that we have several large competitors," says George W. Rowell, advertising manager of the company, "this result certainly is a powerful

tribute to the effect of newspaper advertising put out on a large scale such as ours. The thing was done sharply on its merits at that. In none of our advertising, no matter how large or how small may be the town in which it appears, do we mention the dealer's name.



## "Mothers of the World"

Choose from this book of beautiful carriages the loveliest one for Your Baby! Send for this Free book of wonderful baby carriages. Learn how beautiful they are—Scientifically woven of finest wicker.

Read of Marshall B. Lloyd's inventions of a new method and know for producing Baby Carriages and Wicker Furniture thirty times faster and four times hand weaving. Learn how they cut labor costs, enabling us to use the finest wickers, and still sell our wicker products at very moderate prices.

Your Baby deserves one of these carriages.

**Pat. Process LOOM Product**

**Baby Carriages & Furniture**

The Lloyd Manufacturing Company

(Incorporated in Michigan)

Marshall B. Lloyd, Mgr.



Send for this book of  
Lloyd's Baby Carriages  
and Furniture.

ALL GENERAL COPY AIMS TO GET REQUESTS  
FOR LLOYD LITERATURE AND THEN  
LLOYD CARRIAGES

We believe the best results follow when manufacturers' and dealers' advertising, even though it be in newspapers, does not mix. We proceed on the basis that it is our duty to educate the public on the subject of Lloyd carriages in general. Then it is up to the dealer to let the people know they can buy the product from him.

"There is nothing forced about the way we have secured dealer

co-operation. It is as natural as anything could possibly be. When we started advertising in newspapers three years ago people seldom asked for baby carriages by name, the product being altogether an abstract proposition. I have just returned from a trip through the Middle West calling on dealers. In all stores I asked if customers were calling merely for baby carriages or for those of any particular name. A recapitulation of the replies, made since I have returned, shows that 75 per cent of the people going to our dealers called for Lloyd's carriages by name.

"When a condition like this comes about, you don't need to argue with a dealer to show him the benefits of joining hands with you to the limit of his ability. There is no sentiment about it. He sees there is being created for him a real selling asset that can grow in value in proportion to the extent he cultivates it locally. Obviously we do a great deal to make it easy for the dealer to identify his store with our general advertising. We supply him without charge all the electrotypes or mats his heart can wish for. But this service after all is only an incident. You can't gain a dealer's co-operation simply by offering to help him advertise."

Through all the Lloyd advertising, whether it be the metropolitan daily or in a little sheet out on the Western plains printed on a Washington handpress, there runs a red thread making the whole effort one. This has to do with Marshall B. Lloyd and his invention of a new process of wicker weaving which is thirty times faster than the old hand method that has been in vogue with little variation since the time Moses was hidden in a wicker basket among the bulrushes on the Nile. The advertising, in fact, is a continued story of an invention that, beginning with 1919, has been merchandised in a way that has produced a spectacular growth.

"It was Marshall B. Lloyd," every advertisement says in effect, "who invented the method and loom which produce baby carriages





## The President of the United States in 1962

may be in these pictures, taken at the Christian Herald's Children's Home at Nyack, N. Y.

¶ Every summer thru the generosity of Christian Herald readers 3,000 children from New York's East Side are given a real vacation at this beautiful 28-acre playground.



and wicker furniture thirty times faster and finer than hand weaving. These inventions cut labor costs, enabling him to weave the finest wickers, add the latest refinements and still sell his wicker products at very moderate prices."

Marshall Lloyd's success did not come by accident or luck any more than success can come to an advertising campaign unless it has in it real bone and sinew.

As a boy he was looked upon as a dreamer. He was always trying to invent something, but did not have much opportunity to develop his talent because he had to eat and also to feed a large family, of which he was the oldest. His first job was catching and peddling fish from Georgian Bay, on the banks of which he lived. But he kept on working at his "inventing" while engaged in his fish business, later as a grocery clerk, a hotel waiter, a street pedler of jewelry and soap, a mail carrier with a dog train and a farmer.

Finally he began in a small way manufacturing children's vehicles and other articles in Minneapolis. Sixteen years ago he located in Menominee, having secured a limited amount of financial backing. After twelve years of experiments, during which the stock in his concern went begging at eighteen cents on the dollar, he perfected his new method of weaving wicker fabric on a pattern so that it can be attached to a frame later. The old idea was to weave it right onto the frame by hand—the method that has been used all through the ages. He sold his company not long ago to the Heywood-Wakefield Company, receiving more cash money than any man would need to spend in a lifetime. He remains as general manager and the concern will be continued under the name of the Lloyd Manufacturing Company. In the current advertising the name of the owners appears in parentheses under that of the Lloyd Manufacturing Co.

In the marketing of his baby carriage made by the new process Mr. Lloyd showed he could sell as well as invent—that he was a

business man as well as a dreamer. After the invention was perfected three wealthy men gave him all the financial backing he needed to build a factory and expand his operations. But strangely enough—or perhaps a better way to say it would be naturally enough—they could not "see" the advertising to any great extent at the beginning. Mr. Lloyd did the best he could with the limited advertising fund at his disposal and started small newspaper campaigns in Chicago, Detroit, Minneapolis and Kansas City.

The results were mainly in the way of dealer acceptance. They identified their stores with the Lloyd advertising and the sales went ahead rapidly. But by the end of the year so many people began asking for Lloyd carriages by name that it became evident the message had reached the public also.

For 1920, therefore, a liberal advertising budget was made and 100 newspapers were used.

#### DEMAND MAINTAINED IN 1921

All this created such a favorable cumulative effect that early in 1921, with business failures and slumps on every hand, the Lloyd company had to increase its manufacturing capacity by 50 per cent and to operate nights. Even then it was able to offer nothing better than ninety-day deliveries. While in 1919 business came primarily because of dealer acceptance, it now became a clean-cut case of consumer demand. There was a falling off during the winter because retailers were not ordering in advance for the spring trade. But when people began going to stores and asking for Lloyd carriages by name the orders came in with a rush. Consumer demand was such a pronounced factor during the year that the list of 158 newspapers used during 1921 was expanded for 1922.

The entire Lloyd advertising appeal—general, local, window display, direct-mail and all—is directed to the new mother. Every general advertisement has a tear-off coupon which any

(Continued on page 160)

THE

Crunch



## “Good-bye, You Dumb-bells!”

“Good-bye, old cheese, but dontcha think you can shake this bunch by goin’ away to school. Next fall, you’ll find us riding the rattlers with you.”

The stick-together spirit of a bunch is one of the finest things about boyhood. The fellows of a gang are often more loyal to each other than to blood relationships.

The school that wins the first of a bunch to break home ties usually gets the rest of the crew when their turn comes. The school that goes direct to the boy himself in his own publication, in selling him his school, has the influence of the leader of the gang with it.

## THE AMERICAN BOY

“The Biggest, Brightest, Best Magazine  
for Boys in All the World”

owns the loyalty of half a million boys averaging between 15½ and 16 years, because it has played ball with them, gone to school with them, gone romancing with them year after year through a host of fine, clean, inspiring stories. They believe in it because THE AMERICAN BOY is one of the gang. They accept its advertisements because they know honesty of purpose is the spirit of the paper.

School advertising should be running now. Copy reaching us by June 20th will be in time for the August issue.

**THE SPRAGUE PUBLISHING CO., Detroit, Mich.**

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

## Does "Assembling" bury your product's identity?

How one manufacturer taught the public  
to ask for his product separately

THREE YEARS ago, Mr. and Mrs. Public thought of a watch only in terms of the movement; they purchased only on the reputation of the make of a movement. A watch, they thought, was a single unit.

It was not known, except to the trade, that the movement of a watch was made by one manufacturer and the case by another. A case was a "movement container"—that was all.

"I want a watch of such-and-such a make," Mr. and Mrs. Public would announce to the jeweler, and would name some well-known make of movement.

This hide-bound custom has been broken. Today it is becoming a habit to purchase a watch as two distinct units, the *movement* and the *case*—equally important. The public is being taught to buy watches in a new way by the Wadsworth Watch Case Company.

For years Wadsworth watch cases have enjoyed an excellent reputation with the trade.

Three years of advertising to the public has extended the reputation of Wadsworth Cases to several million Americans. Today the name is accepted by the public as a mark of high quality and an assurance of good taste.





It has been the privilege of the J. Walter Thompson Company to cooperate with the Wadsworth Watch Case Company in establishing a new buying habit and in securing public recognition of Wadsworth exquisite craftsmanship.

Our long experience in overcoming merchandising difficulties may be of value to you. J. Walter Thompson Company, New York, Chicago, Boston, Cincinnati, Cleveland, London.

# Get More Dealers? Better to Hold More

Manufacturers' Experiences with This Problem Show That Smaller Number of Old-Timers Far Outsell Larger Number of Newcomers

By N. A. Gilmore

"SOME years ago a certain manufacturer checked up his 2,841 dealers and found that 1,310 had been his representatives for a year or less. Six hundred and twenty-three had carried the line for approximately two years. Nine hundred and eight had been dealers for three years or more."

This is the beginning of a tale well adorned with a moral for readers of PRINTERS' INK that Norval A. Hawkins, advertising and sales counsellor of the General Motors Corporation, told me after I had asked his opinion on the question of "getting new dealers or keeping old dealers." Mr. Hawkins continued:

"The 908 'old-timers' had taken 68 per cent of the factory output. The 623 'two-year-old' dealers had ordered 21 per cent. The 1,310 'yearlings' bought only 11 per cent.

"Translated, these figures meant that an 'old-timer' dealer's sales average was more than twice as big as that of a 'two-year-old' dealer. The old dealer was more than nine times as productive, on the average, as the new representative.

"The manufacturer, after studying the figures, very radically altered his dealer distribution plans. Instead of devoting most of his efforts to *getting* more dealers, he concentrated on *holding* more dealers. The sales and advertising departments worked out effective ideas to promote dealer re-sales, and to increase dealer profits. The result of this change in policy was a remarkably successful year.

"In the course of the first twelve months after the new policy was inaugurated, 562 of the 623 'two-year-old' dealers were added to the 'old-timers' list. Only forty-seven of the previous 'old-timers' were

lost, chiefly through considerations such as retirement and death.

"Of the 1,310 'yearlings' of the preceding season, all but 419 were culled out and dropped. Only sixty-seven brand-new dealers were secured, principally to succeed 'old-timers' retired or dead.

"The curtailed dealer force was now 1,909, or more than 900 less than the grand total of dealers the previous year. But the total sales volume was increased 49 per cent. To this increase, the oldest representatives contributed 18 per cent. The bettered two-and three-year-old dealers were credited with 31 per cent of the increase in grand total of sales.

"The change in policy was made about five years ago. Since that time, this manufacturer has never had so large a force of dealers as he listed before he adopted the new plan. His present dealer distributor organization numbers slightly more than 2,500. Nearly all his sales efforts have been devoted to making dealers better representatives, instead of to enlarging his list. His sales work has been much easier, and yet his volume of sales has been steadily increased each year, with the exception of 1921, which showed a comparatively small falling off, due to general business conditions.

"Moral: Look inside your present organization for the men to increase your sales. Make your dealers better, and you will not need a bigger list."

AN UNDUE INTERFERENCE WITH  
SERVICE TO GOOD CUSTOMERS

In connection with what Mr. Hawkins has said on this subject it is interesting to consider the problem of a St. Louis shoe manufacturer. The latter gentleman was willing enough to have

## *Johnson has the right idea*

When S. C. Johnson & Sons set out to make their Floor Varnish as popular as their Wax in Iowa—they sized up the extensive state circulation of The Des Moines Register and Tribune and then hit on the plan of listing the names of all Johnson dealers and distributors in all sections of Iowa as well as the City of Des Moines.

Johnson's salesmen have emphasized this feature of the campaign with effect. One salesman opened fourteen new accounts in a week in southeastern Iowa. The Johnson copy in The Register and Tribune now carries the names of 217 dealers in 163 Iowa cities and towns and 11 distributors in 8 cities.

## **You Can Sell Iowa with The Des Moines Register and Tribune**

*125,000 Circulation Daily and Sunday*

**"An Exceptional Newspaper"**

Our circulation book showing distribution by dot maps and by Iowa Counties, cities and towns is our best salesman.

May we send you a copy?



PRINTERS' INK tell about the difficulties he is undergoing in the present scramble after business. But he desired that his name should not be mentioned because he is planning a radical move that has many points in common with that of the manufacturer whom Mr. Hawkins cited.

"On our mailing list," the shoe manufacturer said, "we have 21,000 open accounts. The average sale per account is much too small owing to the fact that many of these retailers are using us as a convenience for buying an occasional pair or two of shoes they probably could not get elsewhere. By so doing they break up our run of sizes and styles to such an extent that some of us are almost ready to believe that our service rendered to our regular loyal accounts is seriously interfered with.

"I have been advocating that we carefully go over these accounts and eliminate those that apparently are using us as a convenience—that are seemingly not in a position to give us a representative amount of business. I believe this will run to about 25 per cent of the total and am convinced that we then can render a much better service to our regular accounts at a smaller expense.

"The profit part, so far as these direct small sales are concerned, is not to be considered at all. You doubtless will be surprised to know that the margin of profit per pair on our shoes is so small that on single-pair lots we lose from 50 cents to \$1.00. It costs just as much money to receive, record, okey, ship, pack, charge and collect one small order of \$3.00 or \$4.00 as it does one for \$500.

"We are just about ready to believe that business these days has to a very great extent become a case of swapping customers with nobody benefiting. And by nobody I mean manufacturer, jobber, dealer and consumer. It is highly necessary to get new accounts to take the place of those falling in the battle. But care should be exercised in selecting them. In any event the manufacturer should not permit himself to

hinder in any way the service he ought to render to his regular accounts."

In other words, according to Mr. Hawkins and this St. Louis shoe manufacturer, there is such a thing as letting one's selling efforts extend over too great a radius even in times like these when every possible penny's worth of business is being eagerly fought for.

### A. R. Malton Joins Toronto "Globe"

The *Toronto Globe* has appointed A. R. Malton business manager to succeed William Findlay, whose resignation was reported in *PRINTERS' INK* of April 13. The appointment is effective June 23. For the last two years Mr. Malton has been a director of McConnell & Fergusson, Limited, London, Ont., advertising agency. He was with the Bank of Toronto for eighteen years.

### R. H. Flaherty with New York "Tribune"

R. H. Flaherty, recently Western manager of the *New York Evening Post*, has been made Western representative of the *New York Tribune* at Chicago. Mr. Flaherty was with the Leslie-Judge Company as its Western manager for seven years before he joined the *New York Evening Post*.

### M. S. Kimball Returns to United Drug Co.

Merton S. Kimball, formerly with the United Drug Company, Boston, and recently with W. S. Quimby Company, Boston, "La Touraine" coffee and tea, as advertising manager, has returned to the United Drug Company and will be engaged in sales promotion work.

### Fox Furnace Co. Appoints Fuller & Smith

The Fox Furnace Co., Elyria, O., has placed its advertising with Fuller & Smith, of Cleveland. A national campaign in the fall is contemplated.

Claire Olsen, who was formerly with the A. W. Shaw Co., has been made sales manager of the Fox Furnace Co.

### Philadelphia Storage Battery for Armstrong

The advertising account of the Philadelphia Storage Battery Co., Philadelphia, maker of "Philadelphia Diamond Grid Batteries," has been placed with F. Wallis Armstrong Company, also of Philadelphia.

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# Experience

The men who write copy, make plans, conceive art ideas and buy space in this agency, are all young men, as ages are reckoned in business.

But they are also all men of wide experience—seasoned in the hard, obscure school of practical advertising. We believe we unite successfully the courage and optimism of youth with the ripe judgment gained by “hard knocks.”

*Write for the following booklets:*

*“How to Judge an Advertising Agency”*

*“Points on Merchandising Advertised Products Through Department Stores”*

*“Merchandising Advertised Products Through Drug Stores”*

# J.H. CROSS CO.

**General Advertising Agents**

**Cross Building, 15th and Locust Sts., Philadelphia**

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations  
National Outdoor Advertising Bureau

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The cover of Collier's this week shows you Uncle Henry.

One day last winter we went to Uncle Henry—himself. He's a real American, and a celebrated one. "You're wasting your native wit and your acquired good sense on just a few of your friends," we told him. "How about letting everybody read it in Collier's?"

The idea seemed to stun him. He said he was too old to learn new tricks. But was he?

Read "Uncle Henry" in each issue of Collier's.

**Collier's**  
*THE NATIONAL WEEKLY*



In 1885, Mr. Thomas O'Neill went into business with the ideal of "serving Baltimore best."

His last act—to leave the store to his employees—stands out as a lasting expression of his confidence in those who had helped him through years of service to attain that great Ideal.

Their business policy for the future is summed up in their own words: "We intend that no single transaction shall ever occur at O'Neill's that our founder would not have been ready to initiate O. K."

Drawn here primarily to do his buying at the great wholesale houses, he finds in Baltimore retail stores new ideas in products that will find ready market at home—products whose prominence in the Baltimore market the national manufacturer has created and sustained by intensive advertising.

The NEWS and AMERICAN have handled many of these campaigns. The success of them has been attributed largely not only to the complete covering that the combined circulation of these two papers gives Baltimore, but to the confidence which their readers place in them as well.

Why not establish your product in this fertile Baltimore market with the aid of the NEWS and AMERICAN and, at the same time, reach these thousands of merchant customers whose wholesale buying is influenced so frequently by products that are popular in Baltimore's retail stores?

*With a combined circulation close to 180,000, the rate is 30 cents daily for 1,000 lines or more, Sunday, 35 cents; Sunday American Rotogravure, 35 cents per line flat.*

## THE BALTIMORE NEWS

Evening, Daily And Sunday.

## The Baltimore American

Morning, Daily And Sunday.

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Have a web*  
Advertising Manager

J. E. LUTZ  
Western Representative  
Tower Bldg.  
Chicago

## Baltimore Retail Stores Inspire Merchant Buyers

**W**HAT an inspiration it is for an out-of-town merchant to visit a department store like that of O'Neill & Company, Inc.!

# The Jobber and the Advertiser— How Can They Co-operate?

Wholesaler Will Appreciate Manufacturer's Effort to Prevent a Price-Cutting War among Retailers

By H. W. Stokes

**H**OW does the jobber interpret the message of national advertising? How does he regard branded goods when they compete with his own product? What sort of co-operation and support does he desire from the manufacturer whose product he handles?

These questions and a number of others were recently put to S. L. Stix, sales manager and vice-president of Seeman Brothers. This wholesale grocery firm is also a national advertiser, whose White Rose brand is featured everywhere. Mr. Stix has already spoken in public on the distribution problems of the jobber. As his attitude is somewhat unusual and distinctly broad-gauged, it occurred to the writer that he could give some further light on the sales problems of national advertisers who are dealing through jobbers, to say nothing of the problems of the jobbers themselves.

"How can the advertiser help the jobber?" Mr. Stix was asked.

"By going the limit that the law allows in preventing the chain stores and mail-order houses from placing unfair prices on the manufacturer's products," came the answer. "The manufacturer is in direct contact with both of these distributors, and is therefore in a position to refuse to sell. In other words, when manufacturers of an advertised brand recognize chain stores and mail-order houses on a mail-order basis, they ought to ask the co-operation of such distributors in return, so as not to demoralize the retail market. Of course, I do not mean by this that the cash-and-carry or no-service store should be induced to get the same price for an article that a service store gets—proper allowance should be made for the difference in service.

"A new principle of merchandising should be recognized by the Federal Trade Commission," he went on, "namely, that it is unfair trade for anyone deliberately to sell goods at a loss except for one reason—to raise cash. This deliberate selling at a loss, in my opinion, is holding back advertising. The reason that I do not support the price control bill as a solution is because this bill attempts to make distinctions as to who is a wholesaler, who is a retailer, and who is a consumer. That's some job."

Mr. Stix then commented on the jobber's attitude toward branded products other than his own.

## FAIR TREATMENT FOR FAIR MANUFACTURERS

"We put out the White Rose brand," he said, "but we feel that if we are treated properly by the manufacturer of another brand, it is to our own interest to take care of the demand he creates for that brand, whether it competes with our own or not. If there is a demand for an article and the retailer wants it, we are here to supply it. We never believe in offering our own goods as a substitute. As large advertisers ourselves we could not afford to set such a bad example.

"The distribution problem of the jobber, particularly as it influences him in regard to nationally advertised goods, is an extremely broad one. It could be discussed at length by referring to the usual problems that confront the advertiser—problems that influence his decision on how he is going to sell. Perhaps he will decide to ignore the jobber altogether, or in certain sections only, while working through him in

others—or perhaps he will want to sell jobbers and a limited number of the larger retail distributors as well. There is no single road to success in such problems as these, and each decision must be made with the separate facts of the case in view, but there are certain conditions in the wholesale grocery business today that ought to be known.

"There was not a single wholesale grocer in the country who did not realize in the past year or two that his selling expense was mounting skyward. The National Wholesale Grocers' Association has also realized the seriousness of the situation and the great importance of bringing the attention of all of us to it. Working with the Harvard School of Business Research a questionnaire was sent out, the replies to which showed that the expense of the wholesale grocer last year had increased at least 37½ per cent as compared to the year before.

"It is my firm belief," he continued, "that these figures failed to show the actual average advance, because the group of houses that reported to Harvard represented the better type of wholesale distributors, who had adopted the most up-to-date methods of accounting. Naturally such houses would be the first to see the danger and to guard themselves against it. It seems only fair to assume that if this increase has prevailed in a selected group, the average wholesale grocer throughout the country is even worse off.

"On a rising market, such as we had in the boom after the war, expenses rise more slowly than prices, and therefore show the merchant greater profits until the peak is reached. But once over the hill, when the prices begin to drop, the expense drops more slowly and hence develops a loss which is altogether outside of inventory losses.

"I believe that the period of deflation which we have been going through is healthy and normal," he said, "but no business like the wholesale grocery business which works, in the ordinary run of things, on an average net

profit of 2 per cent, can afford an increase of 3 or 4 per cent in expense. That is our present problem. What are we going to do about it?

"We are taking radical steps to cut expense and increase our tonnage. That is our only answer as I see it. It is not simple to revise the payroll and to increase tonnage in such a time, but we cannot ask for larger trade discounts from the manufacturer. His problem equals ours. The wholesale grocers have realized that to attempt to make a larger spread between manufacturer and retailer would simply retard the period of deflation that is sweeping inexorably over the country in practically every line of business. The maker and the retail seller of proprietary goods is under the same pressure that we wholesalers are under. Neither of them can afford to increase the margin of gross profit which the wholesaler has found fair in the past. If the wholesaler asks for more, the manufacturer will seek relief through other channels, such as chain stores, buying associations or direct selling.

#### PRICES DECLINE IRRESPECTIVE OF COSTS

"Economic pressure regulates prices in times like these. Costs do not. Even the railroads are realizing this. They have been losing money with high rates, and in the face of this are attempting to cure the situation by making their rates lower. If the railroads are being forced in this direction, what chance have we, as distributors, of increasing our charges?

"There is hardly a concern in the country that has not been carrying excessive stocks. Perhaps this was justified when the market advances could be depended upon to compensate us for the extra carrying charges, but if there has ever been a time for us to depend upon quick turnover as our salvation, that time is right now. Thus we will reduce rent and storage expense, insurance expense and heavy interest charges.

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"It is because we have come to such conclusions that we wholesale grocers in the State of New York unanimously passed a resolution at our last annual convention that we are opposed to a tendency on the part of some to demand larger trade discounts than have been considered fair in the past. We know that such demands merely postpone the solution, and that they encourage irregular channels of distribution. That resolution was passed, not because we did not need the extra profit at this time, but because we were considering the future.

"I have one definite thing to say to the national advertiser. Again and again he will be pressed by certain distributors to increase his percentage of trade discounts. If the percentage allowed in pre-war days was sufficient, the wholesale grocers, at least, advise him to stand pat. To do otherwise would be merely to start another vicious circle.

"But he can help the wholesaler and help him very materially, as I have already said, by making an honest attempt to hold the price cutter in line."

### Cleveland Lubrication Co. Plans Advertising Campaign

The Cleveland Lubrication Company, Cleveland, Symo system of lubrication, plans to spend \$250,000 in a campaign to introduce a new system of pressure lubrication in automotive, industrial and agricultural fields.

Roy M. Brown has been appointed vice-president of the company, and will be in charge of the merchandising and advertising departments. He was formerly secretary and general manager of Andrews, Brown & Cole, Cleveland advertising agency, and for five years was assistant advertising manager of The Apex Electric Mfg. Co., Cleveland, maker of Apex and Rotorex products.

### Cunard Newspaper Account for Presbrey

The Frank Presbrey Co., Inc., has been appointed to handle the newspaper advertising account of The Cunard Steamship Co., Ltd. The Presbrey agency had previously handled the foreign language advertising of the Cunard company. The magazine advertising account of the Cunard company will continue to be directed by the John Curtiss Co., Inc., New York.

### Blanchard, Nichols and Coleman Form Pacific Coast Organization

Ralph F. Blanchard, Eastern advertising manager of the Nast Group, *Vogue*, *Vanity Fair* and *House & Garden*; George S. Nichols, advertising manager of *Vanity Fair*, and W. F. Coleman, Pacific coast advertising manager of *Sunset*, have formed a Pacific coast organization to represent national periodicals. This new organization will open offices in Seattle, San Francisco and Los Angeles. From these three offices it plans to cover Oregon, Washington, California, Utah, Montana, Idaho, Nevada, Arizona, Wyoming, Colorado, New Mexico, Alaska, British Columbia, Alberta, Hawaii and Mexico.

The Seattle office will be under the management of Mr. Coleman. Mr. Blanchard and Mr. Nichols will direct the San Francisco and Los Angeles offices jointly.

Mr. Coleman has represented the Leslie-Judge Co. and the Nast publications in the Pacific coast territory for the last four years.

Mr. Nichols has been advertising manager of *Vanity Fair* for three years. For six years previous to this he was with *Vogue*, covering all of the Eastern territories during this period.

Mr. Blanchard joined the Nast publications twelve years ago. For five years he was a member of the selling staff of *Vogue*; for one year Eastern advertising manager and for five years advertising manager of *Vogue*. A year ago he became Eastern advertising manager of the Nast Group. Before joining the Nast organization Mr. Blanchard was in the banking and investment business in Lewiston, Idaho, and in New York.

This new organization will represent all of the Nast publications on the Pacific coast. It will also represent several other publications.

### "Cuticura" Company Advances C. L. Hamilton

Charles L. Hamilton, for many years vice-president and general manager of the Potter Drug & Chemical Corporation, Malden, Mass., has been elected president. He succeeds George R. White, who died early in the year. Mr. Hamilton will continue his supervision of the firm's sales, which include "Cuticura" soap and ointment and other drug products.

Samuel M. Best has been elected vice-president.

### To Make Redipoint Pencils

William H. Ingersoll has resigned as president of the Positype Corporation, New York. He will organize a company to manufacture and sell the Redipoint pencil, previously made by the Brown & Bigelow Company, St. Paul.

# Can Files Prevent Retail Waste of Advertising Material?

Better to Keep Selling "Helps" in Use Than to Keep Them in Files

J. R. TORREY & COMPANY

MANUFACTURERS OF

RAZOR STROPS

WORCESTER, MASS., May 11, 1922.

Editor of PRINTERS' INK:

During a recent visit the writer was making on a local retailer, the question came up as to a satisfactory method of handling window and store advertising matter.

This retailer has given up a corner of his basement to the above matter but, due to the lack of any system or of adequate drawer or shelving accommodations, it is now in a very untidy, unhandy condition. He has tried to find something that would help him to keep this material clean and in such a manner as would permit him to find what he wanted or rather what he had on hand in the line of display cards or signs of any particular advertiser, but with very little success. There seemed to be nothing made in the regular cabinet or shelving lines and to have it made up special required quite an outlay of money.

After seeing the amount of money that was represented in advertising matter in this dealer's hands and thinking that it is only one case in thousands, it seemed reasonable to believe that the question was important enough to warrant attention on the part of the advertisers furnishing this material. If this is true and you know of any plans or methods that have been tried out and found satisfactory, we would appreciate it greatly if you would put us in touch with them. Besides the retailer mentioned above the writer feels sure that there are many others who would be glad to receive suggestions along this line.

J. R. TORREY & Co.,

E. D. CLARK.

AT the outset we wish to say that some of the manufacturers of filing devices do make equipment that retailers could use for holding advertising material in storage. Most of the companies will make up special equipment to meet peculiar needs. It is difficult for them to manufacture stock devices for this purpose because the requirements of retailers are not standardized.

Looking at this question from the manufacturers' side, however, we are afraid most advertisers would not be inclined to extend much sympathy to the retailer

Mr. Clark has in mind. Generally speaking, manufacturers do not encourage their dealers to keep such a large quantity of advertising material on hand as the merchant referred to evidently has. For several years advertisers have been trying to get their distributors to pull their selling "helps" out of storage and to get them into use. Manufacturers want the trade to use the material they send out promptly and not to order it in too large a quantity. Advertising matter that is stored in the dealer's warerooms is not working. Entirely too many distributors ask for more advertising than they can use and when they get it keep it around in their basements until it becomes dirty and has to be thrown away. If the matter had been requisitioned in usable quantities there would be no occasion to let it become dust laden.

You may reply that much advertising matter is seasonable and that the retailer should have some safe place to file it until the proper time for its use arrives. We grant that this is true. But the tendency among progressive merchants is to use advertising display material only once. When their Easter cards or signs have served their purpose they are discarded. They are not kept for another season. In well-managed stores, advertising displays are thrown away as soon as they show any signs of dirt or of fading. Placards, price tickets, and such "aids" are kept spotlessly clean. To be sure, there is some material that a retailer would want to keep, such as electros, metal signs, window displays of a permanent nature and non-seasonable booklets. It is easy, we are confident, to find convenient files for this material.

Emphasis, however, should at all times be put on the use of advertising rather than on how to file it.—[Ed. PRINTERS' INK.]

# Building is Booming In Philadelphia

Philadelphia's Building Bureau Statistician, W. W. Gamble, has just made public the figures covering the building permits issued for the first four months of 1922, as contrasted with those of last year.

Last year's total was \$8,459,725, and this year's figures for the same period exceed \$30,364,375. The time has now come for makers of home and building equipment to advertise aggressively for new business in Philadelphia.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin



The circulation of The Philadelphia Bulletin is one of the largest in America.

Net paid daily average circulation for April, 495,232 copies a day.

*No artificial methods of stimulating circulation are used by The Bulletin.*

New York—Dan A. Carroll, 150 Nassau St.  
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.  
San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.  
London—125 Pall Mall, S.W. 1.  
Paris—5 rue Lamartine (9).

(Copyright, 1922—Bulletin Company)

## From 800 to 100,000 lines in ten years



**I**N 1912, Stewart & Co. began to advertise in the NEW YORK EVENING JOURNAL. In that year, they used about 800 lines. During 1922 they will use 100,000 lines.

Stewart & Co. are known as one of the smart shops of New York, in which discriminating women and misses can procure American and foreign fashions which are authentic in style, dependable in quality and moderate in price.

Such an assured position among the important establishments of Fifth Avenue, America's *Avenue of Fashions* was achieved as a result of expert merchandising backed by equally expert knowledge of advertising values.

The fact that Stewart & Co. increased their JOURNAL space from 800 to 100,000 lines within ten years, is particularly significant to national advertisers because a local merchant knows his market intimately. He knows from day to day exactly how his advertising is pulling in various newspapers. His advertising data contain no guesses. Cold sales figures are there to show him results in dollars and cents.

Stewart & Co.'s advertising experience with the NEW YORK EVENING JOURNAL is another proof of the versatile selling power of the largest daily circulation in America.

PRIVATE OFFICE

# Stewart & Co.

FIFTH AVENUE

NEW YORK

Publisher  
New York Evening Journal  
2 Columbus Circle  
New York City

Dear Sir:

Our first year in your paper we used only about 800 lines. The fact that this year we have signed a contract for 100,000 lines tells the whole story.

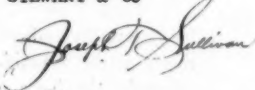
After all, figures are more emphatic than words, so it would be superfluous to say that the results of our advertising in the NEW YORK EVENING JOURNAL have been satisfactory.

These figures give our opinion of the EVENING JOURNAL as a factor in producing sales. And there is no doubt that the large circulation of the JOURNAL is a strong influence towards better business for your advertisers.

Cordially yours,

JTS:DM  
June  
First,  
1922.

STEWART & CO



Advertising Manager

*The New York Evening Journal publishes more women's wear advertising than any other paper in New York. During April, for example, it carried more than twice as much as the second evening paper.*

# NEW YORK EVENING JOURNAL

*Largest daily circulation in America  
and at 3c a copy*

## Here Are Dollars

awaiting the appeal  
of legitimate investment

**A**MONG the 1,200,000 and more daily readers of the 400,000 circulation of The Chicago Daily News, there are thousands of prosperous savers who are always on the lookout for safe, legitimate, profitable investment.

Their point of "lookout" is, of course, the columns of their favorite newspaper—The Daily News. For more than 45 years it has been the trusted informant and counselor of its readers.

Its carefully edited financial page is filled with valuable news and sound counsel—the basis of that reader confidence which justifies and rewards the advertiser confidence so strikingly evidenced in the paper's unusual volume of financial advertising.

With its 400,000 circulation, concentrated 94% in Chicago and its immediate suburbs, The Daily News "saturates" the second-richest investment field in America.

**THE  
CHICAGO DAILY NEWS**  
*First in Chicago*

# New Orleans Bank Gives New Twist to Thrift Copy

Singling Out Special Classes for Appeal Brings 5,000 Accounts in Six Months

By John P. Wilder

IN November, 1921, the New Orleans Bank & Trust Company opened its doors to the public for the first time. Six months later, in May, 1922, it had more than 5,000 individual accounts on its books, and deposits in excess of \$1,750,000. I don't know that anybody claims that to be a record-breaking achievement, but it is quite substantial enough to be regarded with respect even in the most exclusive banking circles. The further fact that it was in large part due to consistent and straightforward newspaper advertising based upon a fresh treatment of the somewhat threadbare appeal to thrift, is also worthy of emphasis.

The probabilities are, strictly between ourselves, of course, that a savings bank advertising account is greeted with rather less enthusiasm in copy-writing circles than almost anything else you can mention. Shoe polish, dog collars—even automobile tires and cigarettes—will be welcomed by the copy staff as lending variety to the day's work. But when the production orders come through for the savings bank copy, the rank and file can be trusted to get immediately very busy with something in the hope that the copy chief's eye will settle

on somebody else. For when you come down to it, what can you say about thrift that hasn't been repeated a score of times already? A dozen years or more ago, an industrious advertising man produced a book of something like



No One Knows Better How Rapidly Small Change Counts Up, Than

## STREET CAR MEN

The nickels and dimes collected by street car men from their passengers operate a great public utility company that has millions of dollars invested in property, runs 448 cars over 23 lines and gives employment to 2500 men. Small sums—money which you, perhaps, attach little importance to—finance this tremendous project.

The accumulating power of money is surprising. If the street car man saved only \$10 a day, \$3.50 a week in 5 years he would have including 4% compounded interest over thousand dollars.

When You Come to the End of Your Run, Where Will You Be?



We Want to Be Business to You

...start seriously to arrive in the garage. When you have rung your last fare, when you have laid aside the conductor where will you be, what will be waiting for you? An assured income from a home paid for by your savings of small sums? Or a future struggle with uncertainty? Surely you do not want the latter. Surely you would not expose your family to its vagaries of penury and misadventure. Profit by the example before you every day. Save a part of your salary regularly, put the parts together to add them to grow into a substantial amount, so to speak, and your future is assured. If the street car man saved only \$10 a day, \$3.50 a week in 5 years he would have including 4% interest on your savings.

## NEW ORLEANS BANK TRUST COMPANY

4% Compounded Interest Paid on Savings

By Daily a Commercial Bank

SEE Cashier

ONE OF A SERIES OF ADVERTISEMENTS SPECIFIC IN APPEAL AND YET OF GENERAL INTEREST

600 pages on the subject of bank advertising, and most of the juice had been squeezed out of the thrift appeal even then.

And what can one write about a bank, I ask you, that will really carry the human interest appeal? A bank is—well, you know what a bank is yourself. You can,



f'rinstance, say that Eliphalet G. Scroggins experimented for seventeen years before he discovered the ideal formula for Lalapaloosa Lip Lotion, and describe the solicitude with which he watches every batch that comes from the mixer—but it won't exactly do when it comes to a banker. There have even been some attempts in these latter days to make out that a room-clerk in a hotel is a human being—but one can't imagine a banker putting his O. K. on anything of the sort.

That is copy department opinion. I don't vouch for it as necessarily accurate. A great deal of mighty successful copy is being written for banks, and more of it will be written as time goes on. The point is, however, that it is hard copy to write, because of the natural limitations of subject matter and treatment, and I don't particularly blame the copy-writer for getting out of writing it when he conveniently can. But for that very reason the more credit is due when a new slant is given to the thrift appeal, as appears to have been done in the New Orleans Bank & Trust Company's campaign.

In the first place, the copy singles out particular classes of people from whom business is desired, and makes a specific appeal to their interest. "No one knows better how rapidly small change counts up, than Street Car Men," says the first ad in the series. "The nickels and dimes collected by street car men from their passengers operate a great public utilities company that has millions of dollars invested in property, runs 440 cars over twenty-three lines and gives employment to 2,500 men. Small sums—money which you perhaps attach little importance to—finance this tremendous project.

"The accumulating power of money is surprising. If the street car man saved only 50 cents a day, \$3.50 a week, in five years he would have, including 4 per cent compound interest, \$1,000.

"When you Come to the End of Your Run, Where Will You Be?

"Reflect seriously in answer to

this question. When you have rung your last fare, when you have laid aside the controller, where will you be; what will be waiting for you? An assured income from, and a home paid for by your savings of earlier years? Or a future fraught with uncertainty? Surely you do not want the latter, etc."

Succeeding pieces of copy were directed in similar fashion to printers, the building crafts, skilled machinists, railroad men, auto mechanics, etc. The same general plan was followed throughout; a paragraph in the lead of more or less general interest based upon the group in question, followed by a heading of direct appeal to the group itself. Thus, the secondary head in the printers' ad reads: "Don't 'pi' the work of your best productive years"; the auto mechanics' ad says "The most important tool in your kit of resources is a savings account," and so on. Little is said about the bank itself, except to express a welcome for small savings accounts, and the phrase: "Our two forms of interest—personal and 4 per cent—will help your balance grow."

A feature of the copy is the fact that all illustrations were photographs taken locally, and complete explanatory captions were given. The results of the campaign may be judged from the figures given in the opening paragraph, and will perhaps speak sufficiently for themselves.

### Ventura Refining with Los Angeles Agency

The Wm. B. Paris Company, Los Angeles advertising agency, has secured the account of the Ventura Refining Company. A Pacific Coast newspaper campaign is planned.

### Death of Benjamin Akin

Benjamin Akin, vice-president of Hulscher-Rothenburg, Inc., New York advertising agency, died last week in New York.

Immediately before joining Hulscher-Rothenburg, Inc., Mr. Akin was with The International Magazine Company as advertising manager of the circulation department. He was also advertising manager for Huyler's, and at one time was with the Hessig-Ellis Drug Company, of Memphis, Tenn.

## Advertising Planned by Fruit Wholesalers

C. N. Palmer has been appointed director of the advertising and publicity department of the Western Fruit Jobbers Association of America, which has its headquarters at Chicago. Mr. Palmer was formerly advertising manager of *Commercial News*, Sioux Falls, S. D.

The association is planning local and national advertising to aid wholesale distributors of fresh fruits and vegetables in the territory from Ohio to the Pacific coast and from Canada to the Gulf of Mexico.

## "Leslie's Weekly" and "Judge" Merged

*Leslie's Weekly*, beginning with the issue of June 24, will be combined with *Judge*. The two publications will be issued under the name of *Judge*.

William Green, president of Leslie-Judge Company, informed *PRINTERS' INK* that "The best and most popular features of both magazines will be continued and developed in the new *Judge*."

## With "National Stockman and Farmer"

W. D. Benedict has joined the advertising staff of the Pittsburgh office of *The National Stockman and Farmer*.

## John A. Plumb Leaves Syracuse "Post-Standard"

John A. Plumb, who has been advertising manager of the Syracuse, N. Y., *Post-Standard* since February 1, 1921, will resign June 10 to enter business for himself.

Mr. Plumb was foreign advertising manager of the *Syracuse Herald* and advertising manager of the *Worcester Telegram* before he became advertising manager of the *Post-Standard*.

His new work will include the promotion of industrial and feature pages for newspapers.

Roy W. Andrews, manager of the classified department of the *Post-Standard*, succeeds Mr. Plumb as advertising manager.

## Rubberset Account for Lord & Thomas

The Rubberset Company, Newark, N. J., maker of "Rubberset" brushes, has placed its account with Lord & Thomas. This account will be handled by the New York office of Lord & Thomas.

## Everyday Piston Ring Account with Cleveland Agency

The Everyday Piston Ring Co., East Rochester, N. Y., has placed its account with The Richardson Briggs Co., Cleveland advertising agency.

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

# Candy Manufacturer Samples His Product among Brides

How Johnston's of Milwaukee Is Taking the Slump Out of Summer Candy Sales

THE candy industry in America has had a big growth. Starting at zero in 1849, there are today in the United States 3,150 candy manufacturers with an investment of \$315,000,000. There are 3,500 candy jobbers and 75,000 retailers. The industry employs more than 250,000 people.

In this development gifts of candy have been of the greatest importance, and Christmas of course is the big gift season. Just as the toy manufacturers have done, however, the candy people have long made efforts to popularize other seasons for gifts in order to iron out the seasonal curves. Two weeks ago, for example, at the National Confectioners Association convention in Chicago one of the principal speakers pointed out that Easter is coming to be a big candy season, in some places exceeding even the Christmas trade. Easter is becoming a big candy gift season, but there are many year-round candy gifts.

It may be the schoolboy who wants to make a hit with a girl he admires. If he is grown up, he knows that his visit will be doubly welcome if he arrives with a box of candy under his arm. It may be the husband, who holds to the custom of taking home a weekly box of sweetmeats. There are a thousand reasons for the gift.

The sale of chocolates slumps in summer. A dealer hesitates to stock up with a large amount of candy because of the difficulty of keeping it in first-class condition, and starting with June, chocolate candy sales have never gone with the ~~vam~~ which they show during the holiday months. But there are two classes of people that are the recipients of a great many gifts during the early summer season. Sweet girl graduates and June brides offer a big market for gift material during June. Johnston's

of Milwaukee, has done an interesting thing to take the sag out of it's June sales, by going definitely after one of these classes.

Johnston's full-page copy in national mediums appears under the heading of "Our Gift to June Brides." "It is appropriate that the favorite candy of sweetheart days should be among your wedding presents," it is said. "And we will be glad to have you number us among the givers."

"All you need to do is fill out the coupon and take it to your dealer, with one of your wedding invitations. He will make you a present of a Johnston Choice Box. If your dealer does not have Johnston's, fill out and send the coupon to us with your invitation. And we will send your present direct."

The rest of the copy consists of selling talk about this particular candy produced by Johnston's. A gift coupon is placed in the left-hand corner of the page with this introduction, "Use this Gift Coupon. Take it to your dealer with one of your invitations and ask him for a Johnston Choice Box. And, if he should not carry Johnston's, fill out and send us the coupon, with an invitation to the wedding, and we will send your present direct." The coupon contains space for the name, street number, city and dealer's name, also the name of the June Bride.

Sampling to brides or to graduates is an interesting way to make this summer different from ordinary summers "with the usual summer slump."

Girls and boys graduate and get married every June in every year. The old superstition that people do not buy during the summer is being continually disproved by manufacturers who use new ideas in various lines to get the business which some of their competitors are passing up.

# The Indianapolis **NEWS**

Indiana Industries produced \$1,898,753,000 last year, Indiana agriculture \$497,229,719, Indiana mines \$52,840,252—an annual production so widely diversified that the Indianapolis Radius is practically immune to depression. This IS a market!

*There's no argument about  
The Indianapolis News.*

FRANK T. CARROLL  
*Advertising Manager*

New York Office  
DAN A. CARROLL  
150 Nassau Street

Chicago Office  
J. E. LUTZ  
The Tower Bldg.



## Do your advertising messages die in transit—as “Nixies”?

“NIXIES” is a word coined by Uncle Sam. It is a name the post office uses to designate undeliverable mail matter.

IF THE PERSON to whom mail is addressed is unknown or has removed and left no forwarding address, such mail goes into the Nixie box. Any postmaster will tell you that a lot of well-intentioned printed matter winds up a brief career due to this fate.

Power Coal Age  
Bus Transportation  
Electrical Merchandising  
Engineering and Mining Journal-Press  
Chemical and Metallurgical Engineering

**McGraw-Hill**  
Tenth Avenue at  
Engineering News-Record

Con  
36th  
Ingeni

IT IS MCGRAW-HILL EXPERIENCE that a person who pays his good money to receive periodically a publication edited in his professional and commercial interests is mighty fussy about that publication being delivered to him with regularity. If this were not true we believe the ratio of our undelivered copies would be higher than *one* in 7800, the average for 1921. During the year 7,806,000 copies of McGraw-Hill publications were dispatched through the New York and San Francisco post offices to every part of the world. Out of this number only about 1000 copies came back to us—"Nixies."

OUT OF A TOTAL OF OVER 180,000 subscribers to McGraw-Hill publications, 30,000 notified us of changed addresses during the year. But for the fact that these 30,000 persons had *paid for, invited and looked for* their respective McGraw-Hill publications, their copies would have died enroute—as "Nixies".

YOUR ADVERTISING MESSAGES are *invited* to the addresses of the persons for whom they are intended when you entrust them to McGraw-Hill publications.

## Company, Inc.

36th Street, New York

Ingenieria Internacional

Electrical World

American Machinist

Electric Railway Journal

Electrical Review and Industrial Engineer

Journal of Electricity and Western Industry

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## Try it out in Representative Milwaukee

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# Advertising Grows Where It Pays

**D**URING the first five months of 1922 The Journal printed 6,755,844 lines of advertising, a gain of 575,900 lines over the same period in 1921. The Journal is the only Milwaukee paper to show a gain in total advertising volume for this period.

During this period The Journal printed 1,456,239 lines more than the other two Milwaukee papers combined.

The Journal gained in every classification—Local, National and Classified. The following table for the first five months of 1922 tells the story at a glance.

### LOCAL ADVERTISING

THE JOURNAL	4,263,035 lines	GAIN of 278,911
Sentinel	2,111,333 "	Loss of 199,609
Wisconsin News	1,423,896 "	Loss of 299,663

### NATIONAL

THE JOURNAL	1,240,233 lines	GAIN of 165,622
Sentinel	719,379 "	Gain of 32,464
Wisconsin News	469,311 "	Gain of 103,686

### CLASSIFIED

THE JOURNAL	1,252,576 lines	GAIN of 131,367
Sentinel	375,815 "	Loss of 72,604
Wisconsin News	199,871 "	Loss of 19,073

Advertisers in the Milwaukee-Wisconsin Market have learned by experience which medium produces the best results. At one cost they can, by concentrating their advertising in The Journal, reach directly four out of every five English-speaking families in Milwaukee and thousands of people throughout Wisconsin.

## The Milwaukee Journal

*FIRST—by Merit*

*Circulation—*

In excess of 115,000 Daily

*Foreign Rate—*

20 cents per line—\$475.20 full page

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## Come to Milwaukee June 11 to 15

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# Using the Light Touch to Sell Coffee Flavor

Washington, D. C., Grocery Chain Introduces a Novelty in Advertising and Finds It Pays

FOLKS in Washington, D. C., see a lot of coffee advertising—not only the copy of the better known national distributors, but also the city is blessed with frequent and insistent messages from local producers of the Great American Beverage.

The Sanitary Grocery Company, a local chain system which operates 284 stores, has for years been a consistent user of space for popularizing its Green Bag brand of coffee. Last winter it was decided to put over something different in the way of coffee publicity. The management had become convinced of the value of the new note in a field in which the old tunes competed so strenuously; and also of the power of dominant display as a means of registering a permanent impression. The question was not so much one of constantly reminding users of Sanitary Green Bag Coffee of its existence and its importance in the scheme of things, of extending its use to other devotees of the bean in less than normal times, but rather it was one of getting away from precedent and convention in the character of the message.

The public was "fed up"—or perhaps saturated would be the

## REVEILLE!

*The Morning Call of Golden Promise!*



*Awake! The morning call is irresistible! It is the call of that flavor rich and rare—It is the Sani-call! The Chanticleer of Coffee keeps all the alarm clocks in the world—and never gets a refusal to his command!*

*With Sanitary's Famous Green Bag Coffee as the gliprison prospect, the question is not how much longer you can stay in bed, but how quick you make it to the dining room.*

*Morning, noon or night, the call is eagerly welcomed! It is the herald of the cup that speeds you happily to the day's work and builds you healthily home again.*

*Hood the call just once—if it is not already a familiar greeting—and you'll never care to miss its clear notes again!*

*It is the call that promises much and always exceeds its promise!*

## SANITARY'S FAMOUS GREEN BAG COFFEE

For Sale  
Only By Us

27<sup>c</sup>  
lb.

Best  
Coffee  
You Buy

**SANITARY GROCERY CO., Inc.**

REFRESHING COPY, FOR A REFRESHING MORNING DRINK

word more in keeping with the product—on the general run of food copy, particularly of coffee copy, according to the reasoning of the Sanitary people.

What makes people drink coffee? Habit, mostly. What makes them like coffee? The taste, wholly. Here then, was the answer. Coffee flavor was the thing. Mrs. Van Lofty and Mrs. De Trop—to say nothing of Mrs. O'Toole and the husbands of the three—either liked the taste of their coffee or they didn't like it—regardless of its origin, composition or cost. So the Sanitary idea was to pass up the profound treatise on the art, science, and practice of coffee production and preparation on the one hand, and the bald command to "Drink Green Bag Coffee—It's Good" sort of appeal on the other.

Why treat the subject of coffee-drinking too seriously anyway—as if it were a solemn, ritualistic sort of ceremony and the selection of a particular brand consumed only after long and weighty family conferences? After all, it mattered little in most lives what kind of coffee held down the corner of the table just so it tasted right to those present. In case of this

last shocking eventuality, it would be quite easy to go out and get some other kind. Let's get them to try our coffee—that is, the minority who hitherto have missed this treat—then if they don't like it it's nobody's fault but ours!

So the light note was struck in the new campaign, the arresting, whimsical appeal of the copy being centred on the flavor. The literal was by no means entirely neglected, for the *piece-de-resistance* of each illustrated idea is the Sanitary Green Bag.

Here is the vein in which the messages were delivered:

#### SANITROPIC!

THE ELYSIAN ZONE OF THAT FLAVOR RICH AND RARE

Add a new zone to your geography, for you are living in it! It is the zone of coffee delight—the zone of perennial fair weather at mealtime. Sanitary's Famous Green Bag Coffee is grown in the tropic zone—it is consumed in the *Sanitropic* zone!

Didn't know of this revision of the world map, you say? It is becoming an old story to most Washingtonians. One cup of that coffee—with the true tropic flavor rich and rare—and the discovery of the Elysian zone will be instantaneous—and memorable as a red-letter event in the calendar of happiness!

#### A Midsummer Canadian Campaign

The Halliday Co., Ltd., Hamilton, Ont., builder of Halliday homes, is planning a midsummer advertising campaign. The account is with R. C. Smith & Son, Ltd., Toronto advertising agency, which has also obtained the accounts of the Greenfield Tap & Die Corp., Galt, Ont., and The Macmillan Co. of Canada. A newspaper campaign is under way for the latter's new Times Atlas of the World.

#### Jay E. Kilpatrick Rejoins Rand McNally & Co.

J. E. Kilpatrick, who left Rand McNally & Company, New York, about a year ago to join The Franklin Printing Company, Philadelphia, has returned to the New York printing department of Rand McNally & Co.

#### Boston Chemical Company Appoints Agency

The Commercial Chemical Company of Boston, manufacturer of XLNC belt dressing and allied products, has placed its advertising account with The O'Connell-Ingalls Advertising Agency, Boston.

#### Sears Roebuck May Sales Take Upward Turn

The monthly sales figures of Sears Roebuck & Company, Chicago, for May, 1922, show an 18.29 per cent increase over the sales of May, 1921, the first gain of this kind that Sears Roebuck has registered in many months. The company reports that the improvement is distributed among different lines of goods and regards it as indicating better conditions in general. The sales for May, 1922, were \$14,477,694 as compared with \$12,239,178 for May, 1921. Sales for the first five months of 1922 are \$71,593,117, a decrease of \$6,728,314 from the sales figures covering the corresponding period a year ago.

#### "La Touraine" Coffee Account for Greenleaf

The W. S. Quimby Company, "La Touraine" tea and coffee, Boston, Mass., has placed its advertising account with the Greenleaf Company, Boston. Newspapers and street cars will be used.

J. A. Taylor has returned to the Quimby Company as general sales manager. He will have supervision over advertising. Mr. Taylor was recently with Ruthrauff & Ryan, Inc., New York.

#### "Florida Metropolis" Has New Owners

John H. Perry, president of the American Press Association, New York, and Richard Lloyd Jones, editor, Tulsa, Okla., *Tribune*, have purchased the *Florida Metropolis*, of Jacksonville, Fla. T. F. McPherson, business manager of the *Tulsa Tribune*, will become general manager of the *Florida Metropolis*.

#### S. E. Langdoc with Brann Agency

S. E. Langdoc, recently with the H. W. Johns-Manville Co., New York, as assistant to the advertising manager, has joined W. L. Brann, Inc., New York advertising agency, as space buyer.

#### Celotex Products Company Appoints Agency

The Celotex Products Company, Chicago, has placed its advertising account for insulated board in the hands of the Chicago office of the Ferry-Hanly Advertising Company.

#### New Advertising Agency for "Sunoco"

The advertising account of The Sun Company, Philadelphia, "Sunoco," oils and lubricants, has been obtained by Barrows & Richardson, Philadelphia.

# HOSIERY



PAINTING BY MARY MCKINNON

© MCALLUM

YOU just know that she who wears them is a reader of Vogue, because we have used Vogue constantly for 14 years to market fine hosiery to well-to-do women. Also, Vogue is continually proving its far-reaching influence on the trade and our dealers approve and encourage its use. We are using Vogue now and we will continue to do so.

(Signed) McCallum Hosiery Co.

# VOGUE

# Getting the Dealer to Put Your Line "Up Front"

How Armstrong Has Transformed "the Floor-covering Department" of Its Dealers to a Place of First Importance

By Roland Cole

NOTIONS were formerly regarded by dealers who sold them as one of the sad things of life. They are messy, inevitable and innumerable. No department or drygoods store can do business without them. They are as necessary as a bride at a marriage. Manufacturers like Samstag & Hilder Brothers, the De Long Hook & Eye Co., and the I. B. Kleinert Rubber Co., have changed the dealer's opinion about them, first by dignifying the line, standardizing it for convenient handling, and changing it from a price line to a quality line.

Samstag & Hilder Brothers, for instance, have designed what they call a "standardized notions department" that contains a full stock of notions amounting to \$1,000, which looks both definite and systematic to the retailer and which, when turned six or seven times a year, gives him an annual volume of \$6,000 or \$7,000. Thus the dealer has been helped to see his notion department in a new light. From a neglected stepchild it has developed into a favored member of the family.

There are a host of manufacturers making such articles as linoleum, cement, paint, flower seed, ornamental fixtures, wallpaper, wood floors, filing cabinets, asbestos shingles, and goodness knows how many other things, sold through dealers, who, when they think of how the dealer regards their product, go off by themselves and weep. The product, in other words, is not put up in a neat package. It comes in rolls, or buckets, or heaps or litters. It is too long or too wet, too irregular or too loose to fit anywhere in a dealer's store. It makes him cross when he looks at it. Therefore he puts it out in the backroom, down cellar, or

won't carry it in stock but has it shipped direct when he gets an order.

The manufacturer goes to the dealer, coaxes, expostulates—all to no purpose. He either tells the manufacturer to shush or what is worse smiles and says "sure." But when the manufacturer calls on the dealer again things are precisely as they were before.

The whole thing resolves itself to a simple question: How may the dealer be persuaded to look upon the bulk product as upon a leader? How can he be made to see that chaotic notions or great bulky rolls of linoleum or bags of cement, have merchandising possibilities?

## DEALERS SEE MERCHANDISING POSSIBILITIES

The Armstrong Cork Co. has done it with linoleum. Now linoleum sounds as indefinite to a dealer as compressed air or advice. Refrigerators come in sizes. Even a kitchen range is a unit, a thing. When a salesman says "linoleum" to a dealer it means a whole flock of different things. To the salesman it means a floor-covering for happy homes, a pavement for office buildings, hotels, banks, stores, hospitals, something that will enable the dealer to double and triple his sales volume and number of customers. To the dealer it means heavy rolls to stumble over, somebody to go out and lay the stuff, a lot of money tied up in stock, patterns that change from season to season. He would rather talk about something that comes in a neat package, that sells for a price, that a girl can hand to a customer, that is small and attractive, that does not run into a lot of money.

In the history of merchandising  
(Continued on page 41)

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## A Record for "Saying Something" in Advertising Copy

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*Never has the advertising copy in WOMEN'S WEAR contained more news, more ideas, and more real selling points than today.*

### WHY?

Because its advertisers realize:

- that WOMEN'S WEAR is the only newspaper concentrating its attention on the apparel and accessories of the feminine half of the world.
- that WOMEN'S WEAR news columns contain the latest news, ideas and fashions—daily—from every market center in the world.
- that WOMEN'S WEAR is read by men of action—owners, executives and buyers, in retail, jobbing and manufacturing institutions throughout the United States. (25,000 daily circulation in a single industry.)

That is why, when you have "Something to Say" to the women's apparel industry, the logical medium is

### WOMEN'S WEAR

*(The Retailer's Daily Newspaper)*

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#### FAIRCHILD PUBLICATIONS

Women's Wear  
(afternoon)

Daily News Record  
(morning)

Men's Wear and Chicago Apparel Gazette

Fairchild's Directories

**Main Office: 8 East 13th St., New York**

## *Are Your Salesmen*

**N**OT unless your advertising calls on the same kind of people with the same kind of message and for the same purpose, will your salesmen welcome it.



**THE ASSOCIATED BUSINESS PAPERS, INC.**  
With 125 member papers reaching

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# *Sold on Advertising?*

If your advertising opens doors and paves the way for economic selling, if it's the type that also digs up unknown prospects and influences repeat orders—then certainly your salesmen will be enthusiastic about it.

That's why so many salesmen stand behind Business Paper Advertising. They know that it goes direct to the men they have to reach, they appreciate that its value far exceeds its cost, they realize that its appeal is not a mere flamboyant call for public recognition but a concentrated business message to actual buyers.

Business Paper Advertising travels the same route as the businesslike salesmen. There are publications for every type of business, reaching the most productive fields. If you want to keep your salesmen sold on advertising, let us send you full information relative to your particular problems of selling.

**A. B. P.**

*"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.*

Headquarters 220 West 42d Street - NEW YORK  
54 different fields of industry

## Demonstrable Leadership

In addition to being one of the leading sectional farm journals in the United States, the comparative standing of The Oklahoma Farmer-Stockman in Oklahoma may be summed up as follows:—

### The Oklahoma Farmer-Stockman has:

- more circulation
- more Oklahoma circulation
- better circulation
- better circulation methods
- lower rate
- lower milline rate
- more advertising
- more exclusive advertising
- better advertising
- better physical appearance
- and demonstrable editorial leadership

## **THE OKLAHOMA FARMER-STOCKMAN**

**CARL WILLIAMS**  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

**E. KATZ SPECIAL ADVERTISING AGENCY**

New York Chicago Kansas City Atlanta San Francisco



linoleum it has been a long leap from getting dealers to carry a few patterns in stock so that a customer could look them over and make a selection, to that happy day when the dealer was able to say to the customer "tell me about your room, its color scheme and use, or let me come and see it, and I will make a suggestion for a floor-covering." That situation was a great advance. It meant that the dealer came to recognize the difference between selling what he had in stock in order to make a sale, and helping the customer get what he should have to be a satisfied customer. But it is just as long a leap from the second situation to one where the dealer is qualified to make an idea sprout in the mind of an undiscovered prospect and bring that prospect into the store to buy the idea and the linoleum and other things that go with it.

The advertising of the linoleum manufacturer has been and continues to be a great educational force. A few years ago the Armstrong company brought forward the idea in its national advertising, of linoleum "for every floor in the house." That idea has made great strides during the last two or three years, though there remain many converts yet to be made. Linoleum as a floor-covering "for every room in the house" is in quite general use in many countries of Europe where its artistic possibilities have been developed to an unusual degree. Over there it is used in dining-rooms, living-rooms, bedrooms, nurseries, laundries and in schools, clubs, railway stations, steamer cabins and in public buildings. It was invented in London in 1863 and its use naturally spread to European countries first.

Linoleum is sold through furniture stores and in the floor-covering departments of department stores. In the beginning dealers in these lines carried it as a matter of course. There was a small demand for it that grew naturally as people began to discover uses for it. When a dealer made a sale to a house owner for his bathroom or kitchen, the sale eliminated the

customer as a possible buyer for any more for a number of years. It did not seem possible at first to merchandise linoleum as other products were being merchandised.

The dealer for a long time allowed his personal opinion of linoleum to govern his sales policy toward it. He would not put it in his own living-room or sun-parlor, so he declined to recommend it to his customer. A prospect would come to him and say, "I am building a new house—what is this about putting linoleum in every room, which I see advertised?" The dealer as like as not would reply "I don't believe you want to do that," when plenty of people were doing it and were finding it satisfactory.

In other words, the dealer felt himself to be on safe ground when it came to selling linoleum for the kitchen and bathroom, where he was competent to judge of suitable colors and patterns and where the amount of stock he must carry on hand did not overcrowd him. There was a very practical reason, therefore, why the merchant was slow to admit that linoleum might with good taste be used on "every floor in the house."

#### ARMSTRONG SELLS MORE THAN LINOLEUM

But the Armstrong Cork Company succeeded in tying up linoleum to the art of home decoration. It established a "Bureau of Interior Decoration" at its home office in Lancaster, Pa., with a qualified decorator in charge. The bureau was and is featured in the company's national advertising and inquiries are invited from consumers. A well-known lecturer and writer on home furnishing was engaged to write a booklet on interior decoration, treating it from the standpoint of art, and this treatise, with a portfolio of color plates showing the use of linoleum for every room in the house, was sold for twenty-five cents each. Thus linoleum and home decoration were so thoroughly merged that both seemed to be part of the same thing.

The business paper and national advertising of the Armstrong

company began to work with great success upon both dealers and consumers. Month after month and year after year "Armstrong's Linoleum for Every Floor in the House" won attention and converted many to the thought that linoleum was excellent for dining-room, living-room, porch, sleeping rooms and attic, as well as for kitchen, pantry or bath. Gradually the dealer rose to the idea. With the more progressive dealers linoleum ceased to be just floor covering and became "home decoration." From making suggestions, the dealer began to see where it would be still more profitable for him to merchandise the manufacturer's suggestions.

This means that the Armstrong company puts out through its "Bureau of Interior Decoration" complete "rooms"; that these are published in national periodicals and newspapers; that many people "sell" themselves not merely on linoleum for a room, but on a "room" like the one shown in the advertisement; that all the dealer has to do to clinch the sale is to show the consumer that same "room" when he calls.

To make the matter still more specific to the reader, let him imagine that the consumer sees the picture of a reception hall or a sleeping porch in one of the Armstrong advertisements. What he wants, therefore, is a reception hall or sleeping porch "done" like the one in the advertisement; not merely linoleum for the floor, but a room treated throughout like the one illustrated, with *that* kind of linoleum. One way to help the prospect get what he wants is to invoke the dealer's co-operation to that end. This the company did by continuous campaigns of advertising in business papers and by merchandising its national advertising to its dealers and getting them to carry out the idea in their selling.

But something much more than this was necessary. Showing the prospect a proof of the national advertisement was fine when it happened to be a proof of the particular room in which he was interested. What the dealer

needed, however, was a permanent exhibit of "every room in the house," so the chances of "missing" the prospect would be reduced to a minimum. That meant getting together a collection of "rooms" in some kind of pictorial form that would not scatter the prospect's interest—that is, divert his attention to other rooms than the one in which he originally showed interest—but would concentrate it and yet leave the way open to interest him in other rooms later.

The most obvious way to do that seemed to be a photographic portfolio or a number of actual rooms built in miniature. The trouble with the first idea is that it is rather ordinary, has been done many times with other products, and that photographs do not show color schemes off to advantage. Building rooms in miniature is not practical in quantity production for thousands of dealers in distant places. It runs into money and has difficulties connected with packing and shipping. What the company did therefore was to devise a printed display of a kind that accomplished the exact purpose desired, and got the display up at a price and in a form that made quantity distribution possible. It showed the prospect how to use linoleum in every room in the house and showed a complete treatment in color for each room.

#### VISUALIZES THE "EVERY ROOM" IDEA

The display is a cut-out, in one piece, size, 43 inches high by 67 inches long when set up with side panels and top piece extended. It is lithographed in full color. When packed for shipment it folds down to size 38 by 33 inches and weighs 13 pounds in shipping container.

The painting that forms the centre piece of the display shows a twelve-room house with the front removed. All twelve rooms are exposed to view. At the top is an attic room most tastefully furnished, linoleum on the floor and a cloth rug on it. The second floor has a bedroom on the front left side and a sleeping



**B**ARON DE MEYER, Associate Editor of Harper's Bazar, is now a member of our Foreign Staff, at the Paris Office, 2 rue de la Paix. Baron de Meyer will continue to contribute his photographic studies to Harper's Bazar, at the same time cooperating in the development of our Foreign Service.

*Harper's Bazar*

porch beyond it, visible through a doorway. In the centre is a hall landing, opening into a bathroom. Another bedroom appears at the right, in front, with a child's room seen through a doorway at the back.

On the lower floor there are five rooms all "done" in linoleum: A porch at the left, next the living-room, then the reception hall and stairway, and finally, at the right, the dining-room with the kitchen beyond. A panel surmounting the whole arrangement reads, "Armstrong's Linoleum for Every Floor in the House." Beneath the design of the house is the sentence, "You wax and polish these linoleum floors and lay your rugs over them."

When the dealer puts this cut-out in his window it tells the whole floor-covering story, if the dealer should not add another thing to it. It works with equal force on the prospect who has a house and the one who plans to build one. It puts a fully developed idea into his mind. It does not aim to sell linoleum only, but ideas.

As a piece of design, the drawing of the twelve-room house was a problem architecturally as well as one of interior decoration. The rooms reproduce designs featured in the company's national advertising, as near as that is possible. It is supplied to Armstrong dealers without cost, shipping and packing charges prepaid.

#### MERCHANDISING THE CUT-OUT

The cut-out was merchandised by the company in two or three different ways. First of all, it was featured in business-paper copy. A newspaper campaign in thirteen large cities was executed during the spring. Each store in every one of the thirteen cities was visited by a sales-promotion man equipped with a portfolio containing proofs of the entire series of advertisements. A description and illustration of the cut-out was contained in the portfolio. It was also featured quite prominently in the company dealer magazine, "Linoleum Logic." Says the company:

"We are not charging for the

cut-out. We charge for very few of our selling helps, except one electric sign and folders when quantities over and above the usual two hundred free copies are desired. It might interest you to know that while this cut-out is rather expensive as a unit, it is considerably cheaper than the simplest paper sample linoleum strip we can furnish and ship.

"In accordance with our iron-bound policy, however, the merchant must request these displays either direct, through our jobbers' salesmen, or through our sales-promotion men. We never send anything in the way of selling helps out broadcast. We are heartily in accord with the tendency to make retailers pay a nominal sum for selling helps to insure the proper use; although we are rather slow to adopt this as a general policy due to the fact that it has been an up-hill fight to get merchants to advertise and merchandise linoleum, and only during the last five or six years have we succeeded in this to any great extent. Prior to that time, linoleum was an article to be stocked for the casual customer who might need it, rather than to be actively merchandised. This condition is slowly changing, but we still have a long way to go before our path will be as easy as many other manufacturers making staple articles which the trade has been advertising and merchandising for twenty-five or fifty years."

In merchandising the display the company tells its dealers it is "semi-permanent," and after it has served its purpose in the window it may be transferred to the floor-covering department and kept there as a suggestion album.

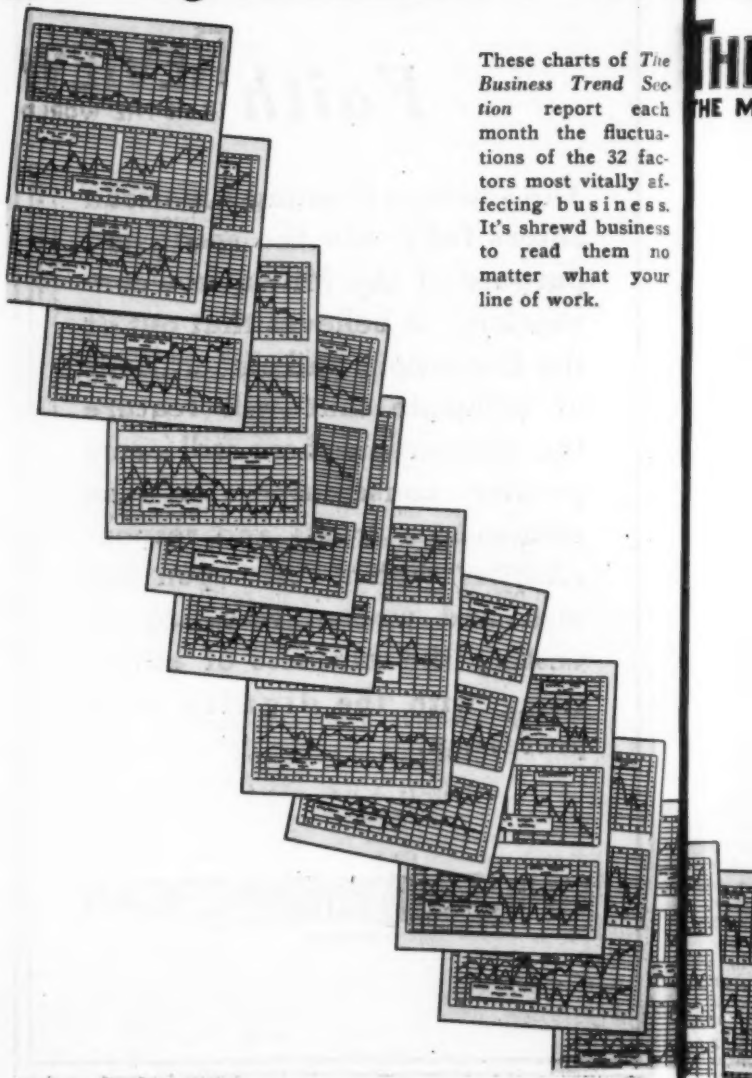
But the important thing that this display idea has accomplished for the company is that it has helped the dealer to look upon linoleum not as upon something unattractive and uninteresting for display purposes, but as upon a leader, a bid for attention, a new idea in which everybody who lives in a house will be interested. It is an idea that makes the merchant want to put linoleum "up front."

## *Faith*

The Chicago Evening American enters fully into the spirit and purpose of the Milwaukee convention. It believes that out of the discussions and elaborations of principle that will feature the convention there will come greater consciousness of the tremendous trusts and responsibilities which rest upon the men and women who are investing the business of advertising with the dignity of a profession.

**CHICAGO EVENING AMERICAN**  
EVENING

# Why Men Who Si



These charts of *The Business Trend Section* report each month the fluctuations of the 32 factors most vitally affecting business. It's shrewd business to read them no matter what your line of work.

# Sign Checks Read

## THE IRON TRADE REVIEW

THE MOST WIDELY QUOTED TRADE PAPER IN THE WORLD

In the first place, for years it has been written wholly and solely from the front-office viewpoint—it is an executive's paper, not an operative's paper.

In the second place, the four yellow pages of charts of The Business Trend Section *each week* are so timely, so authoritative and so easy to grasp that it is unwise for any executive to neglect them.

As a result, more than 10,000 front-office executives in concerns producing iron and steel or manufacturing articles made wholly or in part of iron and steel are regular readers. They are the men who are in control of the company's check-books.

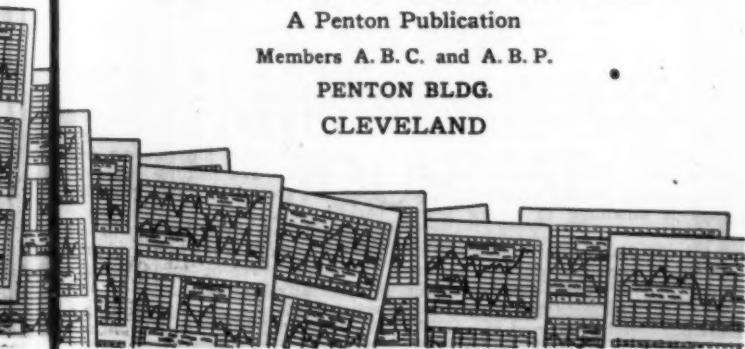
### THE IRON TRADE REVIEW

A Penton Publication

Members A. B. C. and A. B. P.

PENTON BLDG.

CLEVELAND



# Mechanical Drawings Made Interesting

Pen-and-Ink Renderings of Subjects Customarily Done in Half-tone Are Often the Solution of a Vexing Problem

By a Commercial Art Manager

IT is the claim of specialists in pen-and-ink illustrations that this technique can give artistic value to any subject, however prosaic and commonplace. It is even affirmed that objects, ordinarily of no interest to the human eye, can be given romance, charm, feeling—even sentiment. And it straightway points to proof that has appeared in recent campaigns and is appearing now, with more regularity than ever in the past.

Then there is the matter of the adaptability of pen-drawn illustrations. They are not confined in their usefulness. They will print anywhere and under all circumstances. They provide essential distinctiveness.

We are inclined to put first, in the order of importance, the uncontroversial truth of the statement that pen and ink is a versatile medium, and that uninteresting objects can be made very interesting, because of the peculiar manner of their handling. To illustrate: a photographic reproduction of a piece of machinery may be uninviting, dull, commonplace, surrounded by numerous others of the same school. An artist, specializing in pen and ink, is in a position to take the identical subject, render it with a pen, in his own style, and produce an original that will attract even those to whom mechanisms mean little.

Advertising has progressed to the stage where individuality of expression is at least one phase of the battle. The advertiser himself is seeking striking innovations. He is unwilling to follow precedent.

A pen drawing invariably carries with it the individuality of the artist. It is a great deal more than a mere reproduction of an object. It is a blend of art and of a representation of the article advertised.

To the uneducated eye, all half-tone pictures, either in wash or from photographs, are cut from the same bolt. With pen and ink it is different.

At first, advertisers were inclined to look upon this technique as better adapted to the needs of newspaper and farm journal reproduction. But as these illustrations in pen and ink became more beautiful, the mood of the advertiser changed. The illustrations were utilized in periodical campaigns. They proved a needed foil for the showing of half-tones.

Then artists took up the fight. We were reminded that some of our earliest illustrative art was in pen and ink. The pen might not be mightier than the brush, but it was at least a worthy rival. It had nothing to be ashamed of. Its adherents were discovering innumerable new methods. The scope had widened to a remarkable degree.

We have much to be grateful for in the revived interest in pen and ink. It has not only brought gratifying change to the monotony of half-tones in magazines; it has raised the artistic standard of all newspaper and farm-journal advertising.

## BETTER METHODS NOW, AND MORE SATISFACTORY RESULTS

Think of the strides that have been made since the perfection of photo-engraving. We can remember the day when it was necessary to make all such illustrations on chalk plate. The picture was cut upon a special surface, metal-backed. Artists coughed and sputtered, as they worked in a powdery cloud of white dust. You could never be sure of your final result. But it was rapid. An artist made his cut-in design in one hour and with the pouring of

(Continued on page 53)





We do not believe that a label on a bottle is a safe prescription for a sick person. Therefore The Journal does not print internal patent medicine advertisements. You may accept this policy as an index of the reputation of The Journal in the home, and the quality of its circulation.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

# "Our largest sales are in the

THE COUNTRY GENTLEMAN
May 28, 1922
THE COUNTRY GENTLEMAN

## It's here at Last

*A Revolutionizing invention—the SUPERFEX Burner that cooks as fast as gas and is absolutely reliable.*



### The Kind of Range You've Always Wanted

THE world's largest makers of ranges have crowned this with the production of an oil burner as fast as gas and as absolutely reliable.

Its speed and economy are all in the new design which gets a minute's work, cooks a big chicken pot or preserves a bottle of fruit as fast as gas and is absolutely reliable.

Over four million housewives already appreciate the safety, economy and comfort of the New Perfection Line. This new burner adds gas to the control to the steady virtues of the New Perfection Line.

To accommodate the SUPERFEX Burner and to give you a stove that is as smart, convenient, complete and safe as a new standard. Now on exhibition in America over. Visit your dealer.

These new Stoves give models of the Perfection Line, equipped with the new SUPERFEX Burner, are up to the long established reputation of the Perfection Line. The new Perfection Models feature and in the world over, continue to be the popular oil stoves made at this point.

**THE CLEVELAND METAL PROCESS**  
2864 EAST AVENUE

## NEW PERFECTION Oil Cook Stoves with SUPERFEX Burners



Cleveland Metal Process, Inc. is a corporation organized under the laws of the State of Ohio. Its capital is \$1,000,000.00. It is the largest and most complete manufacturer of metal products in the world.

"Our advertising in THE COUNTRY GENTLEMAN brings an especially large number of inquiries from women readers."

# The COUNTRY GENTLEMAN

The Country Gentleman   The Ladies' Home Journal   The Saturday Evening Post   Curtis P.

# e if the farm-trade towns"

writes The Cleveland Metal Products Company of Cleveland, Ohio.

"We are making THE COUNTRY GENTLEMAN our key medium in this market.

"We find our advertising in it affords a strong support for our dealers because its readers are the sort who influence the buying practices of their communities.

"Through it we rediscovered the farm possibilities of one of our lines that had been pushed hardest in cities.

"Also it has helped to lengthen the normal buying season of some of the more seasonal CMP Household Products.

"This year, with the largest list of publications and the most extensive advertising effort we have ever used, THE COUNTRY GENTLEMAN is the only medium in which we are carrying a full and uninterrupted monthly schedule."

THE COUNTRY GENTLEMAN

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# THE COUNTRY GENTLEMAN

ing P Curtis Publishing Company, Independence Square, Philadelphia, Pennsylvania

*What you get in  
this new stove—  
See it NOW at  
your dealers.*

1. Cooking speed of the great gas burner—on the Great Northern Burner.
2. Cooking speed of the standard gas-burner—on the standard Burners, Domes.
3. Absolute heat that is absolutely clean and clear.
4. Greater economy and reliability of cooking with burner of standard size.
5. Operating convenience and new time-saving features.
6. Handsome, sturdy, long-lived stove with higher and bigger Abolish Quality Protection Enamel-Cooking Top, and new heat shield for stovetop.
7. The New Partition quality—standard in the world.
8. Two sizes of Burners: Burners—on Great and three standard Burners, Domes.
9. A new (more beautiful) Gray Enamel finish on all chimneys.



The Great Northern Burner is a model to  
character the highest of cook ware heat  
and the most powerful ever made.  
Look for the name COUNTRY on the  
Cook Range.

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## Economy in Salesmen's Time Unusual Advertising Return Erie, Pa.

Erie is a compact and steady market of 154,000 (city 102,093) which salesmen can cover easily from western New York state, eastern Ohio or northern Pennsylvania. That means an additional market, large enough to be profitable, accessible from three states, thereby cutting traveling expenses.

The coverage of the Erie Evening Times is so complete (and backed by a sustained leadership of 34 years) that you are reasonably sure of reaching practically every family.

It naturally follows that the net return from an advertising campaign in Erie is greater than in some other cities even larger, but where selling costs are increased by high traveling expenses and divided newspaper competition.

## Erie Daily Times

A. B. C. Member

Evenings Except Sunday

Representatives:

**E. Katz Special Advertising Agency**

Established 1886

New York Chicago Kansas City Atlanta San Francisco

---

liquid metal over the chalk plate, the result was ready for newspaper printing shortly thereafter.

The most uninspired objects become transformed under the magic spell of pen and ink. The pen weaves romance, it creates lights and shadows that are distinctive, and it eliminates much, simplifies detail, or, when reproducing detail faithfully, gives it an added eye appeal.

The silver-print is by no means the best path to this progressive measure. There is apt to be a too-slavish adherence to the original. The best results are obtained when a subject is photographed or drawn on white cardboard, and then drawn, in a free way. Silver-prints are the line of least resistance, and a lazy short-cut.

When the artist works over a print, he is never free from the photographic detail beneath his pen, that does not disappear until bleach is used. When he works on white paper, he can see what he is doing as he goes along. His imagination has some play. He develops his own style, never handicapped by the feeling that he must put in every fragment of light and of shade that appears on the salt print.

We know of one advertiser who, in his business-paper advertising, has, after twelve years, departed entirely from half-tones of photographs of machinery and is using original pen and inks. He declares that the pen humanizes the cogs and levers and wheels. Much can be left out, and as much can be added that was never there, in the way of artistic license.

The rule seems to apply to al-

most every article advertised, from a piano to an engine motor, from carpets to lawn mowers. The pen and ink comes as an innovation, a fresh art viewpoint. Take the case of Hoover Vacuum Cleaner campaigns over several seasons. It is not difficult to analyze the motive that prompted this adver-



## For Your Children's Sake

The subtle photographs of your children are the rug. There, at home, under watchful eyes, your babies come into—how are they?

In the depths of your rug hides danger. For, unless regularly beaten out, the worst dirt which clings to it, finds a home there.

Gross breed on it. Little fingers, poking playfully over these miniature dangers, are contaminated. Mysterious diseases often result.

Dirty sweeping is also risky. It scatters germs over the air that all must breathe. It causes rugs to appear clean and safe when only the surface dirt has been disturbed.

Especially for your children's sake, thoroughly clean your rug at least weekly. Do it thoroughly, easily, rapidly, with The Hoover.

The Hoover beats out all that gross-house dirt

from rug depths where, under feet, it would guard off the rug.

In the same operation, The Hoover also cleans, lifts, sweeps up every range of clinging lint, grass, crushed toys, broken plates and possibly disease-bearers. The new Hoover air-cleaning attachment is recommended in addition.

Have a free home demonstration of The Hoover and its exclusive process which is confirmed by expert authorities and guaranteed by us to preserve all rugs from wear.

Please try **Yell-Whore Information Bureau** or write us for names of **Authorized Dealers**—the only dealers licensed to demonstrate, sell and service Hoovers backed by our **Guarantee Bond**. The Hoover is electrically driven and, such as modernity, practical, convenient, never glides out. For your children's protection, act now.

**THE HOOVER VACUUM CLEANER COMPANY**  
For color and expert advice, or circular, write:  
Hoover & Co., Inc., 1000 Broadway, New York, N.Y.

# The HOOVER

It BEATS... as it Sweeps as it Cleans

PEN AND INK GIVE HOOVER NOVEL EFFECT

tiser to select a medium that is an attractive blend of the wood-cut and the conventionalized pen and ink. There were innumerable electric cleaner campaigns running. In the majority of cases, they were illustrated with half-tone plates made from photographs. That these photographs were beautiful and artistic examples of the best of the camera studios, made no difference. They all bore an unquestioned family resemblance.

Into this highly competitive field, suddenly came the Hoover with an innovation. It had photographs in any quantity of its machine, in all possible positions, but it elected to have elaborately

detailed pen drawings prepared by a master of his craft. Some were wood-cuts to the life, but in a modernized spirit. Detail was as crisp and as sharp as even an engineer of the plant could wish. Yet there was a freshness, a sparkling quality, an individuality to the campaign that immediately separated it from the rest. A new atmosphere was immediately created for a vacuum cleaner.

A hosiery house did the same thing. Weary of half-tones, from photos and from original wash

The easy-going silver-print is the wrong method.

An advertiser was won to line illustrations, as a change, through his experience with a set of Dickens. The volumes he had as a boy were illustrated with those famous, lovable pen originals. Can't you remember the astute and self-important Micawber at this moment? Along came another set, elaborately illustrated from original paintings, in half-tone. The pen and inks won. He had the same experience with Jules Verne

and "The Mysterious Island." Those first, early French woodcuts seemed to hold a charm that was never equaled by imposing plates in full color.

And so, after years of color work and half-tones, he went back to line with excellent results. It gave his advertising a fresh impetus, a revived interest.

The pen intrigues with romance. It has an imagination all its own. A series prepared for the New York Central Lines again brings out this point. Various views were wanted of the Grand Central Station. Photographs were made from unusual perspectives and, to the casual advertiser, would have

served every purpose, as illustrations for the proposed campaign. Not so with the New York Central series. The photographic views were used merely as detail information. An artist made original pen and inks, always exaggerating perspective. The viewpoints were of the unconventional kind. But it was in technique, in the crisp quality of shading, of accents, of white opposed to shadows, etc., that produced a most



Model 143  
'62

**Ever Hit  
Anybody?**

IF YOU have, you know it isn't a pleasant experience. If you haven't, you have no desire so. Yet how many times have you avoided doing so by a quick pressure on the horn button. Suppose the horn had failed to work.

For your own safety be sure you have one that *does* work. You can depend upon the Stewart Warning Signal. A loud, clear blatt that clears the way. Don't take big chances any longer. Equip with a Stewart.

**Stewart**  
PRODUCTS

STEWART-WARNER SPEEDOMETER CORPORATION  
500-011 West Wisconsin Street

BRUSH COULD NOT PRODUCE BETTER EFFECT

drawings, the product was done in pen and ink, splendidly worked out. The campaign in question became a thing apart from the very first piece of copy.

How are these illustrations best made? First must come an artist equipped to put a certain amount of idealism in the thing he renders. A poor pen and ink is indeed "cheap." Imagination plays no small part. This artist prefers to start on a clean sheet of paper.

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**NUMBER TWENTY-THREE OF A SERIES**

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*A. A. C. of W. Delegates,  
New England's Largest Evening  
Newspaper Sends Greetings—  
and reminds you of its*

# Proved value to Advertisers

You'll find plenty of well-known advertising experts at the convention who can tell you surprising facts about the BOSTON AMERICAN'S dominating evening circulation and unusual merchandising service.

Speaking of that service, almost every mail brings us new tributes to its efficiency. For example, one extract from a letter just received: " . . . thank you most heartily for the splendid co-operation extended the KELLOGG TOASTED CORN FLAKE COMPANY in connection with their advertising campaign which started April 3."

***A Remarkable 3-Cent Evening Newspaper***

**BOSTON AMERICAN**

**Research and Promotion Departments at Service of Advertisers**

impressive campaign, securable in no other manner, and certainly not with photographs.

Easily one of the most interesting magazine illustrations of the year, is an original pen drawing for the "Save the Surface" campaign. It is an exceedingly artistic rendering of two paint cans, two brushes and a container of varnish.

With a pen, the artist was in a position to transform this ugly duckling of a subject, into something of real artistic merit, attractive to the eye, inexplicably good to look upon.

One of the most aggressive and successful campaigns issued in behalf of Viko Aluminum-Ware abandoned half-tone work entirely, in its illustrations, and featured original drawings of the ware, in pen and ink, shaded with such precision and skill that where no photograph had ever been able adequately to suggest the polished metal surface, the new campaign glittered radiantly. This particular series is well worth looking up, studying, as a splendid technical example of the power of the pen to reproduce effects and surfaces.

## A Ferry Advertised to Offset Criticism

THE public utility corporation, it appears, must always expect to get more than its share of public criticism. PRINTERS' INK has often shown how great industries, by vigorous advertising, have met criticism, threatened adverse legislation, or just plain hostility.

At Poughkeepsie, N. Y., the public has been criticizing the ferry company which operates between that city and Highland, on the opposite shore. There is also an active competitor to the ferry in the form of a proposed highway bridge between the two points. There is active propaganda in favor of the new bridge, and a publicity fund subscribed to by leading merchants—all of which makes the ferry people's position no easier. Faced by ordinary delays, extraordinary

delays and an active propaganda against it, the ferry company has bought newspaper space to present its position.

"Despite the current misrepresentation and destructive criticism voiced through our city's press relative to the Ferry Service between Poughkeepsie and Highland," it is said, "we trust that some of our citizens and county neighbors appreciate that efficient service is being offered for their use.

"Bridge propagandists are good fellows so long as they stick to the truth, but the methods which some are now employing in the attempt to sway public opinion must help defeat the cause, irrespective of what we may believe the practical, common-sense side to be, because they are not 'on the level.'

"Before passing judgment on what you hear or read about our bad qualities, come down and study the transportation facilities offered, even at this time of temporary conflict with Day Line Steamers, and permit us to demonstrate the average percentage of daily travel to actual ferry capacities.

"Many a larger city would be proud to commend and would consistently boost, both through its Chamber of Commerce and its Press, the fact that 17¼ hours of uninterrupted ferry service is here available, with two (2) ferries operating from 9:00 a. m. to 9:00 p. m. (or later) daily, instead of minimizing and smothering the results of conscientious effort."

## Chicago Agency Has New York Office

The H. E. Remington Advertising Company, Chicago, has opened an office in New York under the management of R. J. Weeks. Mr. Weeks has previously been with The Martin V. Kelley Co., Street & Finney, Inc., and Wendell P. Colton.

## K. B. Johnson with New York "News"

Kenneth B. Johnson, formerly with the Standard Stoker Co., has joined the New York News. He will have charge of advertising promotion.





*Arthur Train has done for America what Galsworthy has done for England. In "His Children's Children," beginning in the July issue of Cosmopolitan, he has given us a picture of New York social life such as has never even been approached before.*

# *It All Boils Down to*

## **HARTFORD COURANT**

—covers city and Connecticut River Valley better than any other medium.

## **NEW HAVEN JOURNAL-COURIER**

—covers New Haven and trading territory so thoroughly, it has no competition.

## **WATERBURY REPUBLICAN AND AMERICAN**

—a new merger (for the sale of advertising space) that leaves no part of this trading zone uncovered.

## **NEW LONDON DAY**

—reading this paper is simply part of the day's activities every day in Southeastern Connecticut.

## **MERIDEN RECORD**

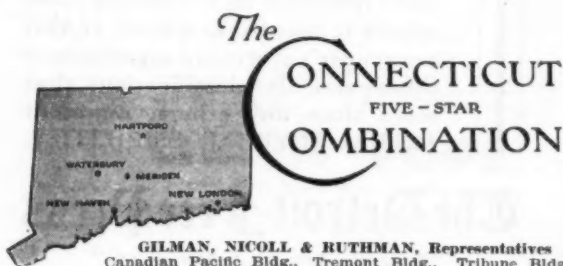
—supreme in the silverware city and environs, and worthy of its leadership.

*The*  
**Connecticut FIVE-STAR**

# into One Concise Fact

—Can you afford to overlook it?

THE five principal and most prosperous trading areas in Connecticut (Hartford, New Haven, Waterbury, New London and Meriden) are today profitable markets for advertised merchandise. The Connecticut 5-Star Combination covers these areas most thoroughly and at the lowest possible cost.



GILMAN, NICOLL & RUTHMAN, Representatives  
Canadian Pacific Bldg., Tremont Bldg., Tribune Bldg.,  
New York Boston Chicago

5-STAR Combination

# Figures Prove It

Superiority in patronage in those fields where buying power must and does exist is proof of a newspaper's ability to tap that buying power.

## *In Automotive Advertising*

For the first five months of 1922, The Detroit Free Press again leads its only Sunday competitor, The Detroit Sunday News, in the volume of display advertising carried. Here are the figures:

The Detroit Free Press	-	278,601 Lines
The Detroit News	- - -	258,832 Lines
Free Press Lead	- - - -	19,769 Lines

This is an "old story," so far as Detroit is concerned, but the theme gains freshness in the telling from month to month, as a proof of this newspaper's continued superiority in those particular classifications, that more than any others, represent **ACTUAL BUYING POSSIBILITIES.**

## The Detroit Free Press

*"Advertised By Its Achievements"*

VERREE & CONKLIN, Inc.  
Foreign Representatives

New York      Chicago      Detroit      San Francisco

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# Charms Company Adds "Charm Pops" to Its Line

Builds on a Foundation Laid by Its Previous Advertising

THE man who sells candy has to watch the popular taste very closely. Especially is this true as in the case of the Charms Company, when the child is either the actual consumer of the product or recommends its consumption in almost every case where the merchandise is sold.

In PRINTERS' INK of July 3, 1919, it was told how the A. E. F. had acted as a distributing force for Charms. Literally millions of the little fruit-flavored candies were enjoyed by Americans in France before the product was placed upon the home market on any large scale.

The Charms confection was originated by a man named Walter Reed, who knew the candy business in every phase. He had watched almost everything from tooth brushes to soda biscuits, which used to be handled in bulk, turn into packaged merchandise. He knew that the old-fashioned, hard fruit candies which used to repose on the druggist's counter had kept up their popularity over a long period of years. So he experimented with some fruit candies of his own and started distribution in a small way. The A. E. F. took a large order, and after the war the Charms Company tied up with this overseas distribution.

A try-out advertising campaign in its home city, Newark, N. J., proved successful. The goods

were distributed through jobbers, who were told that on every order which salesmen took from the dealers they would receive a bonus of five cents. A box of

*You can't appreciate how good they are till you've tasted 'em!*

## CHARM POPS

THE 100% PURE SUGAR CANDY



WE know of no others that are as pure, just as simple and flavors of the highest quality—nothing else! Truly a perfect combination!

Charm Pops are good for you and good for children. Doctors everywhere agree that pure sugar is good for normal adults and child.

Always remember the real value the knowledge children of the sugar for you to drink other candy, eating candy of our sugar use.

A real selection for the nearest Charm Pop to follow for the child's candy for the evening for adults is advised.

Charm Pop set with various sugar in its purest and most delicious form for the youngest fruit flavors available this sugar and sugar first candies are those of purest and purest candy.

No other candy is as easy to digest. No other candy is as pure. No other candy is as healthy as Charm Pop.

You can't eat of the original Charm Pop with its distinctive taste for sugar. It is not only for "Charming" Charm Pop" and other candy in get the candy's best.

Every Charm Pop is wrapped "Charming" Pure Sugar. Its unique flavor of purest, tested by an experienced taster for the quality of its goodness. Put your finger like our own Charm Pop—your candy is delicious.



When candy is as pure as this, it is not only healthy but it is also delicious. Charm Pop is a candy that is good for you and good for children. It is a candy that is pure and healthy and delicious.

For Four Dollars and Fifty The Best Flavorful CHARM POPS

When candy is as pure as this, it is not only healthy but it is also delicious. Charm Pop is a candy that is good for you and good for children. It is a candy that is pure and healthy and delicious.

When candy is as pure as this, it is not only healthy but it is also delicious. Charm Pop is a candy that is good for you and good for children. It is a candy that is pure and healthy and delicious.

When candy is as pure as this, it is not only healthy but it is also delicious. Charm Pop is a candy that is good for you and good for children. It is a candy that is pure and healthy and delicious.

11 luscious flavors

as good as the other—and all good for the whole family

## CHARM POPS

Made by CHARMS COMPANY—NEWARK—N.J.

MERCHANDISING OF NEW CONFECTION IS AIDED BY ADVERTISING

Charms of another flavor was offered with every two boxes ordered by a retailer. The campaign spread to many other cities, where street-car cards and newspapers were used.

Since the initial campaign many competitors have come into the field. Also the Charms Company has been carefully watching its

retail sales. It watched the demand of children for lollypops, those bits of hard candy on the end of a stick. It saw in lollypops a big potential market. And so a few months ago it was decided to add a Charm Pop with the same eleven flavors which the public had been taught to like through the Charms advertising. Last month the opening gun in the advertising campaign was fired with a full page of newspaper space, again in Newark. "Charm Pops are good for you and good for kiddies," said the copy. "Doctors everywhere agree that pure sugar is good for normal adult and child. Ancients discovered this truth when the brown-skinned children of the tropics began to walk about contentedly sucking sticks of raw sugar cane."

#### SALES VOLUME ARGUMENT

"A crude substitute for the luscious Charm Pops of today, but one which indicates that the craving for sweets is universal."

A box was inserted in the advertisement addressed to jobbers and to dealers. Jobbers were urged to keep the dealers supplied and were asked to see that no imitation pop gets into the especially designed Charm Pop Display Stand. Dealers were told that Charm stands are "furnished for Charm Pops—the genuine pure sugar pop." They were also told that the larger volume of sales on Charm Pops would more than overcome in actual profits the extra profit per unit that could be made by the dealer on sales of imitations.

According to an official of the company this initial advertising and the direct-mail campaign to jobbers in all parts of the country has met with a popular demand for the new product. Plans are under way for adding various others cities as the distribution for the new Charm Pop grows.

If jobbers, retailers and the public in other parts of the country receive the new "Pop" with the same enthusiasm that its neighbors have, a nationally advertised lollypop seems to be on its way.

#### Stockton, Cal., "Independent" Appointments

The circulation and advertising departments of the Stockton, Cal., *Independent* are now in charge of I. D. and J. A. Putnam. I. D. Putnam was formerly with the *Oakland Tribune*, *Stockton Mail* and *Stockton Record*. J. A. Putnam was with the *Eureka, Cal., Times*. He was previously with the *Oakland Tribune* for ten years.

#### International Trade Press Adds to Staff

V. E. Dolan, formerly advertising manager of *Municipal Journal* and *County Engineer*, Indianapolis, has joined the advertising staff of the International Trade Press, Chicago. R. G. Symons, who has been with the advertising department of *Rock Products*, Chicago, is also with the International Trade Press.

#### H. E. Cressingham with James F. Newcomb & Co.

H. E. Cressingham has joined the art staff of James F. Newcomb & Co., Inc., New York. He was formerly with the advertising department of the H. W. Johns-Manville Co. and service manager of *American Cloak & Suit Review*. Mr. Cressingham opened his own studio in 1916 but discontinued it during the war.

#### To Handle Western Sales for Maltby Company

Forrest O. Poor has been appointed Western sales manager with headquarters at Chicago for the Earl R. Maltby Company, North Tonawanda, N. Y., manufacturer of roof paints. Mr. Poor has been with the advertising department of the Trade Press Publishing Corporation, Chicago, for the last three years.

#### H. A. Weissberger Joins Chicago Lithographers

Harry A. Weissberger, formerly vice-president of the Latham Lithographic & Printing Co., and president of Advertising Artists, Inc., has been appointed special sales representative of the Edwards & Deutsch Lithographic Co., Chicago, with headquarters at the New York office.

#### H. A. Miller to Open New York Office

Henry A. Miller, for nearly three years art editor of the *Carpet and Upholstery Trade Review*, *Furniture Trade Review* and *Interior Decorator*, has resigned. Mr. Miller plans to open an advertising illustration studio in New York.

ADV

Charter M

of Adv

6 EAS

# WHERE

## do the advertising manager's ideas go?

An advertising manager sees his firm's advertising needs from the inside viewpoint—a big advantage. If he is a real advertising manager, he is full of ideas that will benefit the business.

What he wants from an Agency is help in developing those ideas. First, to make them clearer and weightier to his fellow-executives. Second, to put them across in the advertising itself. It is at this point that agency service frequently fails.

The advertising manager's ideas are either slavishly followed—hardly what you'd call "developed." Or they get lost somewhere in the maze of agency operations. Illustrations, headlines, copy, hit wide of the mark. Then it's a case of go over the whole thing again. Or perhaps run the stuff to meet a closing date. With us, it's different.

I was on the advertising manager's side of the fence, back in 1907. I know how difficult it is to make things

clear to an agency—and for the agency to get a clear understanding. That is why, during our 14 years' experience, we have developed

### *The Hoops Method of Constructing Advertising*

It begins by finding out what is wanted, by getting it down in black and white. It requires patience and clear thinking—on your part as well as ours. But it makes a secure foundation for constructing advertisements that will please and profit you.

What a joy it is to work under such conditions! All your executives then understand the purpose and policy expressed in the advertising. They are not swayed by unthinking, casual criticism. And the advertising manager has really "managed"—by thinking out some *important* things—by securing capable agency brains to put them into execution. May I tell you more about this?

WALTER W. HOOPS

# HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association  
of Advertising Agencies



National Outdoor Advertising Bureau  
Audit Bureau of Circulations

5 EAST HURON ST.

C H I C A G O

# How Association Advertising Has Paid

## Some Co-operative Publicity Results

THE FIDELITY ADVERTISING AGENCY  
CLEVELAND, O.

Editor of PRINTERS' INK:

Can you give me any data on the results of association advertising? I mean, of course, advertising done by industries in groups such as the raisin, prune and citrus fruit industries.

In addition to this, I recall the cypress association, pine producers and many others.

What we want is to get the results obtained and which groups have been particularly successful. You have had articles from time to time on just this sort of thing in PRINTERS' INK, but before I had time to read them I had given the magazines to someone else. If you can furnish us with clippings or with the dates of issues containing these articles which we can get at the public library, we will be greatly obliged.

THE FIDELITY ADVERTISING AGENCY,

MAXTON R. DAVIES,  
President.

WHEN one talks of "results" a definite picture of sales increases is generally visualized. Yet many advertising efforts are originated for other reasons than to send sales upward. In co-operative publicity this is particularly true. Perhaps 50 per cent of these campaigns are designed to overcome certain conditions which, if done away with would, of course, stimulate sales, but only in the distant future.

There have been, and still are, association campaigns that have as their real purpose the raising of the standards of an industry. Others were run to overcome public misconception concerning the product. Still others were planned to prevent unfair legislation.

It is true that any advertising campaign, regardless of its purpose, has in view the idea of increasing sales. Still, when the objective is of the sort mentioned above, the results are exceedingly indirect, and it may be several years before they make themselves visible on the sales chart.

The list of articles which follows refers to those association campaigns PRINTERS' INK has

described, in which mention was made of how successfully the campaign's aim was reached. It makes quite an imposing bibliography and testifies to the economic effectiveness of co-operative action.—[Ed. PRINTERS' INK.]

The Advertising History of California Prunes (the story of the California Prune and Apricot Growers, Inc.); May 4, 1922; page 3.

Making Mail Order a Substitute for the Style Show (how the Cleveland Garment Manufacturers Association is bringing the market to the dealer); May 4, 1922; page 130.

Pacific Coast Oyster Democratized (how Olympia Oyster Growers overcame luxury classification handicap); April 13, 1922; page 33.

Does the "Staff of Life" Need Advertising? (some of the results received from co-operative food advertising campaigns); April 6, 1922; page 169.

Little Sun-Maids Atta'n Success in First Year, March 30, 1922; page 101.

Cheese Is Standardized and Promptly Taken on Added Value (the campaign run by the Wisconsin Cheese Producers Federation); March 23, 1922; page 19.

The Advertised Sweet Potato Makes Its Bow (Southern Sweet Potato Exchange builds up consumer demand by advertising); March 23, 1922; page 137.

Coffee Trade Committee Reports (end of three-year campaign); March 23, 1922; page 153.

A Multiplicity of Campaigns to Increase Milk Consumption (what co-operative dairy advertising is accomplishing); March 16, 1922; page 25.

How Skookum Apple Advertising Helped the Industry; March 9, 1922; page 92.

Savings Banks Use Advertising Co-operatively (a newspaper drive causes an increase in deposits in New Hampshire); March 2, 1922; page 92.

"Sunkist" Had Its Most Successful Year in 1921 (California Fruit Growers Exchange gives much credit for record to advertising); January 5, 1922; page 100.

Concentrated Sales Drive Saves Market for Sunsweet Prunes (localized advertising campaign brings back demand, checks falling prices and cleans out stock); November 24, 1921; page 137.

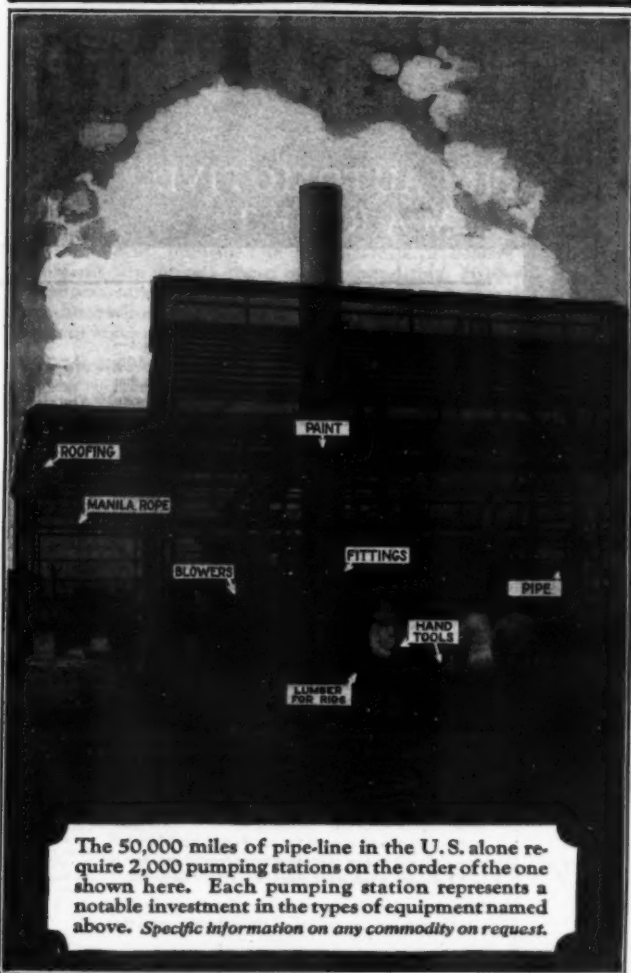
Paving the Way for the Life Insurance Agent by Co-operative Advertising (Atlanta agencies unite in plan to quicken business); October 27, 1921; page 41.

Advertising to Raise the Standards of an Industry (how the American Malleable Castings Association uses



# Halftones of the Oil Market

## NUMBER 2



TULSA  
CHICAGO

**NATIONAL  
PETROLEUM  
NEWS**

NEW YORK  
HOUSTON,  
TEX.

812 HURON ROAD CLEVELAND, OHIO

## THE AUTOMOTIVE MARKET

### THE AUTOMOTIVE MARKET

or once every three months; they are always present—they make up the business—they are part of the daily lives of all those responsible for its success. For that reason publications designed to aid in the efficient solution of these problems must be issued frequently so as to provide the trade with a practical means of reference upon all questions of current interest and importance. If comment is not timely, it is of little value; and if the intervals between issues are long, many important subjects must be ignored entirely and all subjects must be treated in the briefest manner in order to include as much matter as possible within the covers of the paper. This is not good business journalism; for in a field where the problems are so many, so big and so complex the obligation of a business paper towards its readers is that of an authoritative and helpful text book towards its students.

In the automotive field there are two such publications—MOTOR WORLD, published in the interests of dealers whose problems are largely those of merchandising, display, sales promotion and kindred functions; and MOTOR AGE, published for those whose business is largely concerned with the problems of service and maintenance.

The specific character of the field served by each of these papers is clearly indicated by its editorial contents, as an examination of the accompanying tables will show. It will be seen that the subjects treated are those in which the two major trade groups are vitally interested.

Indeed, of such importance to the large dealers, jobbers and service stations are the matters covered that

New and  
Information  
Must be  
Timely



The Table of  
Contents  
Indicates  
the Nature  
of the Problems  
Faced by  
the Automotive  
Dealer

*The following extract is from Chapter 4 ("The Need for Business Publications") from "THE AUTOMOTIVE MARKET," a survey of the automotive field and its merchandising problems. This book, 11 x 14, leather bound, is for the use of executives only. If interested, write our nearest office.*

**I**N a field where the problems are so many, so big and so complex, the obligation of a business paper toward its readers is that of an authoritative and helpful text book toward its students.

In the automotive field there are two such publications—Motor World, published in the interests of dealers whose problems are largely those of merchandising, display, sales promotion and kindred functions; and Motor Age, published for those whose business is largely concerned with the problems of service and maintenance.

The specific character of the field served by each of these papers is clearly indicated by its editorial contents.

Indeed, of such importance to the large dealers, jobbers and service stations are the matters covered that practically all subscriptions to Motor World or Motor Age are sent in voluntarily—that is to say, the \$3-a-year subscription price is paid without personal solicitation from the publisher. It is significant that less than 5 per cent of the total circulation of Motor World and Motor Age is secured by canvassers, and that premiums, club offers and similar decoys are never employed. The only inducement to subscribe lies in the editorial character of the papers themselves, and not in the hope of any extraneous reward.

Contrast the reader influence of publications that are consulted voluntarily, with that of papers whose circulation is forced by canvassers. Forced circulation in the general magazine field may have value, but in the business paper field it is worthless. Those who subscribe to a trade or industrial publication for any reason other than its business usefulness are seldom likely to consult it with any degree of confidence, and they are certainly of little worth to those who use its advertising columns.

## THE CLASS JOURNAL COMPANY

NEW YORK  
U. P. C. Bldg.  
PHILADELPHIA  
Widener Bldg.  
DETROIT  
317 Fort St., West

CHICAGO  
Mallers Bldg.  
CLEVELAND  
Guardian Bldg.  
MILWAUKEE  
316 Colby-Abbott Bldg.

BOSTON  
185 Devonshire St.  
BUFFALO  
18 Woodward Ave.  
INDIANAPOLIS  
1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLE, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK

advertising for a fundamental purpose); October 20, 1921; page 53.

The Net of What Advertising Has Done for the Cranberry (the history of the American Cranberry Exchange); October 13, 1921; page 89.

Garage Owners Ring Cash Register with Co-operative Advertising (with the bottom out of their business, all garage owners in Paducah started a co-operative newspaper campaign in January and have been at it ever since); October 13, 1921; page 41.

Wholesalers Speed Wallpaper Sales by Newspaper Advertising (the wholesale wallpaper dealers of Philadelphia); September 29, 1921; page 64.

"Make 1922 the Greatest Year" Goal of Paint and Varnish Manufacturers (high aim vs. low sales in afraid-to-go-ahead market); September 29, 1921; page 44.

Newspaper Advertising Can Forestall the Politician (Milk Exchange of Cincinnati uses advertising to fight politicians); August 25, 1921; page 109.

Putting Duckling on the Dining-Table Just a Little Oftener (Long Island Duck Growers Association advertising duckling co-operatively); July 14, 1921; page 17.

Advertising Pulls Salmon Industry Off the Rocks (the campaign of the Association of Pacific Fisheries); June 30, 1921; page 106.

How Advertising Stabilized Prices in Up and Down Markets (the Southern Cypress Association); January 13, 1921; page 33.

Associated Campaign Puts Veils in Christmas Gift Class (veiling manufacturers advertising obtains warm response from retailers the country over); December 23, 1920; page 50.

A Co-operative Campaign to Be Increased 500 Per Cent (paint industry reports business above normal); December 9, 1920; page 111.

A Seasonal Market Taken during the War Is Made Continuous (the Toy Manufacturers Association); December 2, 1920; page 93.

Quoting Price by New Unit Broke Down Sales Resistance (the Oak Flooring Manufacturers Association); November 4, 1920; page 93.

Almond Growers Extend Market to Whole Year

What Advertising Has Done for the California Fruit Growers (co-operative advertising a social service as well as a powerful sales force); June 10, 1920; page 33.

Using Santa Claus as a Demonstrator (Puyallup and Sumner Fruit Growers' Association); December 18, 1919; page 25.

When Advertising Slew the Dragon of Hostile Propaganda (National Association of Greeting Card Manufacturers); December 11, 1919; page 133.

Georgia Peach Growers Learn the Power of Concentrated Advertising (Georgia Fruit Growers Exchange); August 28, 1919; page 152.

Elevating a Trade through Advertising (Barre Quarriers' and Manufacturers' Association); August 28, 1919; page 41.

Sun-Maid Raisins Crowd Out Pri-

vate Brands; February 1, 1919; page 57. Growers of Apples Establish "Big Y" Brand (Yakima Valley Fruit Growers Association); January 30, 1919; page 103.

Advertising Finds New Markets for Former Despised Product (American Hardwood Manufacturers Association); January 23, 1919; page 53.

How Advertising Helped to Redeem the Citrus Industry of Florida; January 2, 1919; page 3.

Pine Men Cash in on Their Campaign (Southern Pine Association, New Orleans, La.); October 17, 1918; page 61.

Dairymen Advertise Bulk Cheese Successfully (co-operative advertising campaign by Tillamook County Creamery Association, Tillamook, Ore.); August 8, 1918; page 10.

The Farm a Great Reservoir of Branded Advertising; July 25, 1918; page 98.

The Farm a Great Reservoir of Branded Advertising; July 18, 1918; page 3.

### Wall Board Account for Fuller & Smith

The Gipsolite Co. of Batavia, N. Y., manufacturer of Gipsolite, a plaster wall board, has placed its advertising account with Fuller & Smith, Cleveland.

L. A. Selman, formerly with the Beaver Board Company, will be in charge of sales and advertising for the Gipsolite Company.

### C. L. Funnell with D. O. Haynes & Co.

C. L. Funnell, recently in promotion work for *Electrical Merchandising*, McGraw-Hill Co., Inc., New York, has joined D. O. Haynes & Co., New York, publishers of *Pharmaceutical Era*, *Drug Trade Weekly*, and *Soda Fountain*.

### Newspaper Refrigerator Campaign from Boston

The D. Eddy & Sons Company, Boston, Mass., maker of Eddy Refrigerators, has appointed the Wood, Putnam & Wood Company, Boston, as its advertising agency. A national campaign in newspapers will be conducted.

### Textile Publications Merged

The *Cotton Mill News*, Southern textile publication, has been merged with the *American Wool and Cotton Reporter*, Boston.

### Boat-Maker Will Advertise

Walter G. Dennison, advertising agency, Boston, Mass., has obtained the advertising account of Carl N. Beetle, New Bedford, Mass., builder of Beetle boats.

The Refrigeration Engineers, Inc., Boston, Mass., has placed its account with the Glaser Corporation, Boston.

# Do sales depend on the package?

*How the modern container has become  
a vital factor in the merchandising plan*

A new product is about to be launched on the sea of modern competition. The manufacturer is facing the problem of the right container.

Dozens of questions must be answered:

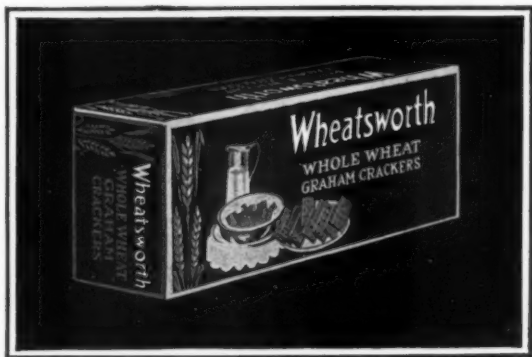
What is the most economical size and shape? Can it be accurately adjusted to automatic filling machines?

What type of design and color scheme will prove most effective in the conditions under which this product is to be sold?

Can a given shade of color be depended on not to fade, and to print accurately in large runs?

Similar problems present themselves in choosing a new package for an article already established. Under present-day conditions, the whole success of the product may depend on their correct solution.

Strength, economy, protection of its contents—these are vital for any package, but they are not enough. Modern competition demands a package that can really sell.



Scientific selection of package designs scored another success in the new Wheatworth package. It has contributed materially to the success of an extensive merchandising plan.



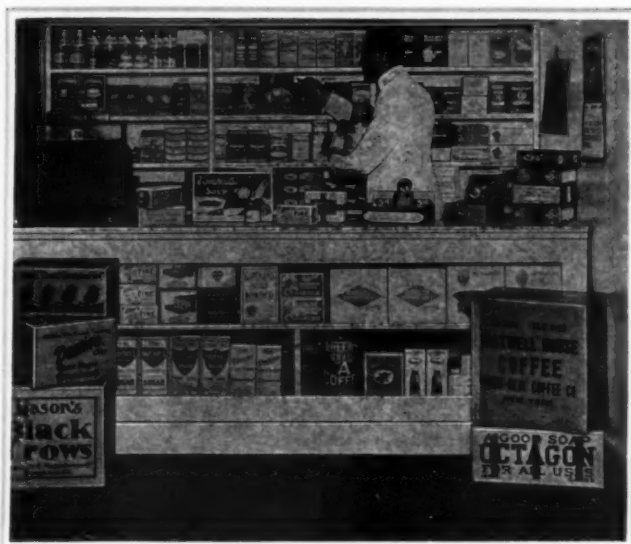
*Twenty-five years ago the grocer scooped up what was wanted out of a half-open bin or barrel and wrapped it in a piece of brown paper. There were no package problems then!*

**T**HE development of this new factor in selling is a story of fascinating interest.

90% of all grocery and drug products were sold in bulk a few decades ago. Cracker barrel and coffee bin—glass jars for pills and candy—the “package,” as far as the consumer was concerned, was plain brown paper and a bit of string.

Little by little, crude containers were introduced—paper ice-cream pails, gaudy candy boxes. And then—revolutionizing the whole system of retail selling—came the invention of the modern folding box.

At once the package idea began to spread. Almost overnight it changed the buying habits of the nation. The old type of store is only a memory now.



*Only the modern package has made the modern store possible. Today store shelves are crowded with a glittering array of packages—each striving to get the consumer's eye.*

**W**HEN the consumer steps into a modern drug or grocery store, he finds himself confronted by a bewildering array of packages. The shelves are crowded with them—all shapes and sizes, each striving to get his attention, each shouting its own message.

How can *your* package be assured of dominance? How can it be made to *stand out* instead of being lost in a variegated maze of lines and colors? How can it get across to the casual eye an impression of *quality*—not flashiness—which actually invites purchase?

Its ability to do all this has become a vital factor in building volume for the product. Competition today makes an effective package more necessary than ever—and correspondingly harder to secure.



*A new container was needed for Beech-Nut Macaroni. The opinions of hundreds of actual buyers showed an overwhelming preference for this Gair design over 23 others.*

Backed by a special Creative Department—years of successful experience—and unsurpassed equipment—Robert Gair Company offers you a unique service.

We will make a special study of your product and its competitors—work out the answers to your various packaging problems—and give you a design that will prove a real factor in stimulating sales.

Our unrivalled equipment includes complete facilities for multi-color, offset, and lithographic work, insuring vivid, accurate, colorful reproduction. Laboratory tests guarantee uniform results and unvarying shades of color every time your carton, label, or wrapper is run.

Gair service includes every essential in modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

*Our new booklet, "Testing the Merchandising Value of a Package" will prove of vital interest to every manufacturer of packaged goods. A postal will bring it to you.*

## ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO    ✕    PHILADELPHIA    ✕    BOSTON    ✕    BUFFALO



# How Gossard Merchandises Corsets to 12,000,000 Farm Women

Rich Rural Market, Discovered through Survey, Is Developed to Help Dealer Selling Reach 100 Per Cent

By R. K. Sewell

A FARMER from the Northwest, in Chicago on business, went to the department store of Marshall Field & Company to buy his wife a fur coat. He selected a garment, only to find he did not have enough ready money to pay for it. He spoke of writing a check on his local bank for the amount and the department head was called to approve the transaction.

After a conversation of a minute or two, during which the farmer told how many acres he owned and gave a couple of local references, the check was O.K'd. When the farmer left the store a few minutes later he carried the coat with him.

If this were fiction I probably would relate that the check came back marked "NSF," that the man who had approved the sale, in order to save his job, trailed the farmer to Minnesota and recovered the coat. But I am forced to admit that the check was perfectly good and that such transactions are common in large department stores.

Unmistakable evidence such as this, going to show that the farm trade is a real item in exclusive city stores and is catered to in rather an unusual manner with but little question as to the farmer's financial responsibility, was a strong factor in inducing the H. W. Gossard Company, of Chicago, to put on a vigorous farm-merchandising campaign in behalf of corsets.

The primary purpose of the effort was to prove to drygoods stores in general that the more than 12,000,000 farm women and girls of the country were fully as valuable corset customers as those in the cities. It had the further purpose of showing the retailer, no matter how high-toned or ex-

clusive his store might be, that he was falling away short of 100 per cent realization of his opportunities if he did not understand and respect the farm market for what it really is and conduct himself accordingly.

According to E. J. Stowers, advertising director of the company, the result has been a highly gratifying exposition of the benefits of using farm-paper advertising, followed up by direct-mail and local newspapers, to show the retailer of every degree what the farm market really is and help him to cultivate it.

## THE FARM MARKET IS REVEALED TO RETAILERS IN THE TOWNS

"Some retailers," says Mr. Stowers, "and strangely enough mainly those in the smaller towns, are still inclined to be perhaps the least bit patronizing in their attitude toward the farm trade. They would not admit it and doubtless do not realize it, but they are, just the same. The fact is, the rapid march of events during the last four or five years has brought country women into such close contact with town women that a real revolution in their clothing has been worked. The investigation we made, before starting this campaign, showed us that the war, with its activities in every village and hamlet in the United States, did as much as any other single influence to bring about this contact. Another influence has been 2,800,000 automobiles on the farms, broadening the social life and contact of the farm family. The trading radius in country stores used to be about five miles in the hard-roads district. Now it is thirty-seven. Figures we obtained from moving-picture authorities show that 1,014,000,000 admissions are paid annually by nearly

10,000,000 country people. Seeing the well-groomed movie actresses on the screen naturally gives the farm women and girls thoroughly up-to-date ideas in the matter of dress.

"The effect of all this has brought about a condition where

the farm woman is really competing with the city woman in appearance. We found this out in a striking way in a little Nebraska town. The dealers there, being right in the centre of a rich farming district, were bright enough to sense the farm market for what it really is. They had the smartest patterns of such things as brogue oxfords, sport stockings, jersey suits and sweaters. Even the 1922 mode for galoshes had invaded the town and the flappers were 'wearing 'em unhooked' on Main street as gayly as ever was done on Michigan avenue.

"Investigations in other centres showed us there was a decided inclination on the part of farmers' wives to buy the better grade of dresses, suits, hats, shoes, corsets, hose and lingerie. Only ten years ago underwear stocks in the average small-town store were confined to garments whose serviceability was their only talking point. Cashmere stockings, varying in weight with the seasons, comprised the hose assortment. Now glove silk and crêpe de chine vests, bloomers and chemises in a variety of styles and prices are offered by all the stores that have properly sensed the changing condition.

"Under the circumstances we concluded that by helping our dealers develop the farm market we would be increasing our outlet in a much more economical way than would be the case if we devoted the same amount of effort to reaching out after new dealers.

## Comfort—with Style



FOR your convenience in buying corsets, Gossard women have classified all women into nine types of figures. Select the type to which you naturally belong. For your type, there are many styles of Gossard Front Lacing Corsets—each corset scientifically proportioned to the needs of your particular figure—designed with a thorough knowledge of just the kind of support you should have for your height, your weight, your occupation, your time of life. Such a corset becomes a part of your very personality, accentuates your natural curves and gives you a beauty of outline and a grace of unconstrained movement that saves you from the injustice of looking older than you are.

Your Gossard ensures you that distinctive style that is always admired and always copied. You will never look out of fashion in your Gossard because

it is always fashionable to look like a gentle woman.

You will find Gossard Front Lacing Corsets at the best stores—everywhere. They are moderately priced, at \$2.75 and up. The truly wonderful values at \$3.00 and \$7.50 are such as were never offered before, in white and pink brocade, gathered with the finest of elastic webbing, and clasps that will not rust. Every Gossard bander is fastidious—and will ensure its original shape to the last day it is worn. There are Gossards for the young girl to give her, with a beautiful support, from many ills in later life. There are corsets most skillfully designed for the expectant mother. It is a complete line in which you will find just the kind of corset—the kind you have always hoped to find. There are Gossard Bloomers, too, of unusual excellence.



Back Lacing

ASK yourself—  
your corset truly comfortable while you are built with your household duties? Do you feel that mid-afternoon longer that is the certain sign of the right corset? Or such occasions do you feel that you are looking your best? Don't your corsets make you look as young as you know you are? If you have a corset problem that seems difficult to solve, let us help you. If you

### The 5 Corset Worries

- 1—Too high in the back—pushes up.
- 2—Too long in the skirt—comes out.
- 3—Too tight above waist—makes ribs ache.
- 4—Too loose below hips—makes the skirt in place.
- 5—Too cheap—loses form, and looks.

are enduring any of the "worries" listed in the center of this page, write to Miss Jane Hill, in care of The H. W. Gossard Co. You may tell her your troubles, confident that the advice she gives you will be the advice of an expert corset woman whose judgment has been shaped through years of practical experience. Your letters will be held in strictest confidence, read and answered by Miss Hill herself.

## GOSSARD FRONT LACING CORSETS

USE THIS COUPON—Miss Jane Hill, The H. W. Gossard Co., 1066a E. Michigan Ave., Chicago. Please send free your booklet on becoming dress, "The Gossard of the Year," illustrating with actual photographs the proper wearing of the nine ideal figure types. My name and address are below:

FARM-PAPER PAGE, WITH COUPON INVITING CORRESPONDENCE

Here is the way we figure it:

"A dealer, let us say, may be cashing in on only about 70 per cent of his selling possibilities. If we help him add 30 per cent to this, we may expect to increase our sales to him in about the same proportion. To open and develop new accounts means additional overhead in the way of salesmen, credit department investigations and clerical work.

**"The Newspaper That Pays Local  
Advertisers Will Pay National Advertisers"**

**Mr. Holland says—**  
SAINT LOUIS

NEW YORK  
711 Washington Ave.  
Clothes for Men and Young Men  
May 27, 1922.

St. Louis Star,  
12th & Olive St.,  
St. Louis, Mo.

Gentlemen:—

We take great pleasure in acknowledging the results produced by your paper. We inserted an advertisement exclusively in your last Friday's issue, and we must say that we were very much gratified by the results your paper produced.

All day Saturday we were crowded, and our receipts totaled up the biggest business we have had since we opened.

We shall continue to use large space in your paper as we find it is greatly to our interest to do so.

Wishing you every success, we are,  
Respectfully,  
*John Holland*

SH/VHE

**"The biggest business we  
have had since we opened."**

*Produced by Advertising in*

**THE ST. LOUIS STAR**

National Advertising Representatives  
**STORY, BROOKS & FINLEY**

Selling more goods to customers already on the list means practically no additional overhead. The same salesman sells the goods. It is just as easy to pack large quantities as small. Credit investigations have been made. A clerk billing a retailer for \$300 worth of merchandise can make it \$400 without an extra penny of expense.

"In proceeding with this farm-market-development programme, therefore, we had the soundest of economic principles back of us. Also we saw, or thought we could see, that our efforts could bring the desired increase to our dealers because the farm market for corsets actually existed and that it never had been given individual treatment. The results to date have convinced us that we were right in all these particulars."

#### FEMININE APPEAL IS THERE

The Gossard farm-paper copy is in tune with the remainder of the company's general advertising in that it aims in a broad way to sell the farm woman on the corset idea in general, rather than to place the primary emphasis on the selling of specific merchandise. The Gossard company, as has been told before in *PRINTERS' INK*, has evolved what it calls "Nine Ideal Types" of corsets, out of which it contends that the average woman can get a corset that meets her personal requirements as to health and figure, in opposition to slavish adherence to style. A corset, Gossard insists, is merely an accessory to a woman's dress, and something which forms a foundation upon which she or her dressmaker can build for her best appearance.

Selling the corset idea to the farm woman as something that is essential to her health and convincing her of the desirability of wearing such a garment steadily can easily mean a big increase in volume. If a corset is something to wear when one is "dressed up," a woman is not going to buy so many as she does when she regards it as a settled feature of her everyday apparel. The farm woman, no matter how prosperous

her husband may be, usually leads a strenuous life and may be expected to buy more corsets than the woman in the city.

That farm women have too often selected corsets with an eye to the lines desired, regardless of the figure to be fitted, and thus have found it impracticable to wear them while working is shown by the direct returns of the Gossard farm-paper advertising. Each advertisement carries a coupon on which a woman can write in for the company's book, "The Gift of Eve," and ask for information as to the proper style of corset for her to buy. There is space for her to tell her height and weight and her waist, bust and hip measure.

A surprisingly large proportion of the coupons are sent in with quite lengthy letters in which the women tell of their corset difficulties and ask for expert advice. The letters give additional proof of something that corset manufacturers have come to learn during the last few years. This is that the country woman has blindly accepted the corset habit as something almost hereditary and wears it more steadily than does the woman in the city. In the country the discarding of corsets is considered an indication of personal slovenliness rather than a daring bit of chic.

And, almost impossible to believe, Friend Husband or Friend Father has had a great deal to do with creating the farm women's viewpoint in this respect. City men will be interested to know that the farmer is usually the boss of his family—at least he has quite a little influence on what his women folks do, which cannot be said to be the case to any great extent in the city. If the country father tells Marguerite to wear a corset, she is going to obey as a matter of course. The Gossard farm advertising is planned with due regard for the necessity of influencing the farmer himself as well as his wife or daughters.

One letter written to the company by a Missouri woman confidently admits, "I am sixty-one  
(Continued on page 81)



IN  
**MILWAUKEE**

*June 11th-15th, 1922*

THE NEW ORLEANS STATES  
WILL BE REPRESENTED BY  
ITS ADVERTISING DIRECTOR

Registered at The  
**WISCONSIN HOTEL**

He will be glad to tell you first-hand of the States' record-making circulation gains of 25% daily and 34% Sunday since the A. A. C. of W. last met, and of the total gains of 27% daily and 72% Sunday since January 1st, 1921.

**NEW ORLEANS STATES**

*Every Afternoon and Sunday Morning*

Established 1879

ROBERT EWING, Publisher

Representatives: S. C. BECKWITH SPECIAL AGENCY; World Bldg., New York  
JOHN M. BRANHAM COMPANY, Mallers Bldg., Chicago



## When the "Lusitania" went down—

*It carried with it one of the geniuses of American letters, whose distinctive personality had a pronounced influence on his time.*

*One of his masterpieces was*  
**THE HONORABLE ELK,**  
*extracts of which are printed here.*

Here are some of the things which  
Elbert Hubbard said about  
the 850,000 readers of

## *The Elks* Magazine

**I** AM not a jiner, but if I ever jine the jiners I will begin with the Elks and probably end there. ¶ Without any special written code or creed, the Elks stand for a certain standard of intellect and ethics. . . . He accepts life and finds it good. He may not be so very wise, nor so very good, but since he knows he is not wise, and is ready to admit he is not so

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or a  
man  
to l  
love



very good, he is wiser than he knows and better than he will acknowledge. ¶The true Elk does not condemn, disparage, nor rip reputations up the back. ¶Realizing his own limitations, he is lenient in his judgments toward those who have been tempted by fate beyond their power to resist. This quality of mercy, I have noticed, is strongly implanted in the Elk nature. Your Elk never weeps over his own troubles, but for the stricken souls of earth his tears of pity are near the surface. ¶The Elk loves children, respects old age, and so far as I have seen doesn't incline especially toward indifference to feminine charms. . . . ¶To be an Elk you must have faith in other men, faith in yourself, and faith in the Universe. ¶The Elks all look alike, and are all of one age. Just what that age is, I have not yet made out, but it lies somewhere between thirty and fifty. No Elk ever is over fifty, no matter how long he has lived, and none weigh over two hundred pounds. They all have the joyous, boyish, bubbling heart of youth, and no whiskers. Lilacs are out of their line, and Galways are tabooed. ¶I never saw an Elk who was very rich, excepting in kindness and good-cheer, nor did I ever see one circumnavigating on his uppers. They all have all the money they need, even if not all they want. They make money, and they spend it, and the more they spend, the more they seem to make. "Keep the change," is a remark the Elk always has in electrotype. . . . ¶He believes that everything is all right—or nearly so—and that his task is to do his work, and not bother other folks any more than he has to. . . . ¶You cannot down a man who can laugh at himself. The Elk stays right in the game: I never heard of one retiring from business: when Death calls for an Elk, the Elk is apt first to sell him a bill of goods, and then they shake the dice to see who shall pay Charon's toll. ¶The Elk does not seek to pry into the future, for he realizes perfectly well that if he waits, he'll know all about it. . . . ¶He knows that truth is a point of view, that all is relative, that nothing is final or absolute, nor can it be in a world where nothing is permanent but change. So the Elk's religion is Now and Here; to partake of all good things in moderation; to give out love and kindness because these (Continued on page 173)

## Your printing is what you make it

Would you have really good printing to represent your service or your goods in the public mind? There is only one way. It is not often by the moss-grown method of arbitrarily picking the lowest from a varied assortment of estimates.

Competitive price-making is logical enough if your proposition is crystal-clear as to details, and if the competition is limited to houses really capable of meeting your quality and quantity requirements.

But for sheer results, no other method can equal that of picking the right house for the job and putting it up to them to give you what you want, with an understanding in advance as to the probable cost.



### Charles Francis Press

*Printing Crafts Building*

461 Eighth Avenue, New York

*Telephone Longacre 2320*



years old but just as anxious to have a good form as I was twenty years ago. But really I can't say what kind of corset I need."

The company wrote a special letter to this woman as follows:

I'm so glad you did write me about the trouble you have had in getting a corset to just please you. There is no reason in the world why you shouldn't have just as good a figure now as you had twenty years ago, and I'm anxious to help you.

Chasnoff's in your city, as you know, sell Gossards and my suggestion is that you ask in their department to be fitted to a size 30 in one of the following models: (Giving the models.)

Model 388 is especially designed to care for long, full proportions below the waistline and made in white coutil, is priced at \$5. At \$8.50, model 789 is an unusually comfortable garment for a stout figure, being extremely low under the bust and graduating to a higher back; the skirt is long over the hip and thigh and this corset is made in figured broche. The same design is made in a silk brocade, model 1522, and priced at \$15.

Any of these corsets worn with a properly fitted brassiere in size 42 should give you the comfort and appearance you desire.

If I can help you at any time, Mrs. Y., in any way, I shall be happy to hear from you.

The women give the most intimate details in their letters. One writes from Erie, Mich., saying she is 23 years old, 5 feet 4 inches in height and weighs 197 pounds.

"I have been heavy for only about two years," she says, "and in that time I never have had a corset that felt comfortable. I have been buying the same kind I used while slender only in a larger size, but they are not the right kind for me. I can't believe that just because I am heavy I cannot get a corset to fit me."

The dictated letter she got in reply informed her it was most regrettable that she had not been sold the proper model for her figure requirements. Inasmuch as she failed to give her measurements it was hard for the company to know just what ideal figure type she represented. But the suggestion was made that at the first opportunity she visit the corset department of Lasalle & Koch in Toledo, O., the nearest Gossard dealers, and have them try on the various models. In

case she did not wish to go to Toledo, would she please fill in the enclosed blank, so that the company might prescribe a proper corset for her?

Every letter is given individual attention. It is as carefully written as it would be if it were being sent to a retailer with the object of getting a large order. The woman is directed to the nearest dealer and the name is sent on to him for follow-up. If she lives at some distance from a Gossard dealer she can purchase a corset direct from the company at regular retail prices. The company is not trying to develop a mail-order department but fills orders of this type for advertising purposes, thus developing a trade that will be a valuable talking point in selling a dealer.

The farm-paper campaign is being merchandised to the dealer through business-paper advertising, which impresses the dealer with the value of developing the farm trade and tells in some little detail of what Gossard is doing to help.

Advance proofs of each farm-paper advertisement are sent to all dealers. With each proof goes a special letter which the dealer is asked to send out to his trade, including the women who make inquiries.

The entire presentation is strictly educational. "The Gift of Eve" booklet is a treatise on the entire proposition of preserving health and beauty, the corset being brought in incidentally. The letters written the women direct by the company and others sent through the dealers link up with the advertising in trying to prove to the farm women that correct corsetry is the remedy for the fatigue they have long endured and has much to do with the preservation of their health and youth.

### Publishes List of Chicago Trade Representatives

The Edward R. Ford Company, Chicago, publishers' representative, has brought out its 1922 edition of "Chicago Representatives of Trade and Technical Publications." The current directory is the seventh annual edition of its kind published by the Ford company.

# Life Underwriters of Canada Find Advertising Pays

Double Association Appropriation for 1922

THE Life Underwriters Association of Canada joined the advertising ranks exactly one year ago. The initial appropriation was \$32,000. Of this, \$27,000 was used for space in fifty-eight daily newspapers. One weekly farm paper also was employed. The campaign ran for eight months, from May to December, with two 400-line advertisements monthly.

Probably the best evidence of the campaign's success is that the member companies decided to more than double the 1922 appropriation. There is now on deposit \$75,000 to cover the current year's campaign, and there is every indication that the advertising is to be a permanent fixture.

The campaign is handled by the insurance interests, a general committee having been appointed, consisting of the advertising managers of all the insurance companies and from these a working committee was selected. Advertising is being placed with the papers by this committee, which has offices with the Life Underwriters Association of Canada, at Toronto.

Naturally, a number of lessons have been learned from the first year's advertising. In addition, the increased appropriation makes possible more attractive treatment and larger space than was possible during 1921. The size of the advertisements has been increased from 133 lines by three columns to an average of 200 lines by four columns. Illustrations are being

employed and considerably more white space used.

An interesting copy plan has been adopted. This consists of



## The Greatest Asset Of Any Business

The leading men in control of any organization are the most valuable asset of the concern—the power to plan, build and execute.

Therefore, it is quite logical to place a definite property value on such brains, in their relation to the particular organization, and it is business wisdom and prudence to insure this against loss.

No one disputes the advisability of Fire Insurance for property. Life Insurance on the individual—for the benefit of the business—is even more important. Fire may never occur. Death must come. And there is no salvage to human life. Is your business protected against the inevitable?

Ask any Life Insurance man to advise you with regard to Business Life Insurance.

LIFE INSURANCE SERVICE

CAMPAIGN GAINS IN CUMULATIVE EFFECT BY REPEATING IN EACH ADVERTISEMENT THE BENEFICENT FIGURE REPRESENTING LIFE INSURANCE

running the advertisements in sets of two. The first advertisement to run is almost entirely illustration with only a dozen or so words of text. The companion piece of copy reproduces a reduced illustration of the first advertisement and then proceeds to expand on

## But One Medium Need Be Considered In Detroit

Hendrick Van Loon in his "History of Mankind," after relating some of the dramatic stories of civilization, asks the question, "Why read Fairy Tales?" Truth is ever stranger than fiction. Therein is the great power of the metropolitan newspaper as an advertising medium.

News, or truth, is the first and chief function of a newspaper. That is as it should be, but the metropolitan newspaper is something more than a town crier.

The Detroit News, for example, gives to its readers the best of current fiction. Such writers as George Ade, Ring W. Lardner, and Geo. S. Chappell are regular contributors—all writers sought after by the leading magazines of the country. Arthur B. Reeve, Angelo Patri, W. L. George are a few more whose work at present appears in The Detroit News, daily.

As the result of its excellent fiction and features, domestic helps and special articles, together with its unusual news service, The News has become for a great portion of the Detroit public the source of practically all its information and reading.

Daily and Sunday The Detroit News reaches more than 90% of all the homes in Detroit and vicinity. It precludes the necessity for using any other medium to cover the Detroit field.

## The Detroit News

*Largest Circulation Daily and Sunday in Michigan*

*Member of National Newspapers Incorporated*

**"Always in the Lead."**

the original text. The two advertisements are run within a short interval, and more time allowed between sets.

It is an institutional campaign, pure and simple. The main effort is to educate the public to the true function of life insurance and create a desire for insurance policies by showing their adaptability to the public's needs. Of course this sort of advertising is expected, and has shown itself capable of producing other results. The association believes that the insurance salesman's time is going to be saved. He will not need to be a "private tutor" to each one of his prospects. Advertising will acquaint the public with the ins and outs of life insurance and in that way make it possible for the salesman to sign up more business in less time. The publicity is also expected to prevent the lapsing of policies by keeping the public continually sold. It is hoped the advertising will raise the standards of the business and of the agents in the eye of the public. Finally, the association officials believe the advertising is going to open up the way for individual campaigns.

Several of these expectations have already shown signs of fulfillment. Two life insurance companies that never advertised previously are now employing newspaper space to tell their own story. The Life Underwriters Association of Algoma opened a booth at the Algoma District Fair held at Sault Ste. Marie and distributed copies of the national association's advertisements. One company reported seven applications for life insurance directly traceable to the booth.

Life insurance offers a splendid field for co-operative advertising of this type. The general ignorance concerning life insurance is really astounding. Few people are acquainted with its benefits in more than an extremely hazy way. Educational advertising could broaden the market for life insurance tremendously. Life insurance is so intimately connected with the lives of the individual and the welfare of a nation that it has much to gain by a campaign

of public enlightenment. Perhaps the time is not far off when we shall see the companies in the United States follow in the footsteps of their neighbors to the north and make people want life insurance just as co-operative advertising from California has made the public want oranges and raisins.

### Office Managers Hold Annual Convention in Washington

The National Association of Office Managers held its third annual conference in Washington, D. C., May 18 to May 20. One hundred representatives attended this conference.

Dr. John B. Watson, of the J. Walter Thompson Co., Inc., New York, addressed the members on the "Possibilities and Limitations of Psychology in the Office". General H. M. Lord, U. S. A., "United States Budget Bureau and Principles of Budget Making"; Dr. Charles R. Mann, chairman of the Advisory Board of the General Staff of the War Department, on "Personnel Work in the Office," and Harry A. Hopf, New York, on "Modern Office Planning."

The annual election was held and F. L. Rowland, Gilbert & Barker Manufacturing Company, Springfield, Mass., was elected president; G. R. Hulverson, Burroughs Adding Machine Co., Detroit, first vice-president; L. E. Stacy, the Spirella Company, Niagara Falls, N. Y., second vice-president; G. S. Childs, Alexander Hamilton Institute, New York, secretary, and C. W. Kirkpatrick, The Fisk Rubber Company, Chicopee Falls, Mass., treasurer.

### Advertising Features Steel Tennis Racquets

The Geyer-Dayton Advertising Co., Dayton, O., has been appointed by The Dayton Steel Racquet Co. to handle its advertising account. The latter concern is featuring a steel tennis racquet in its advertising. This agency has also secured the advertising of The Beaver Soap Co., of Dayton.

### Staff Changes and Promotions on the St. Louis "Star"

Thomas L. Ryan, who until recently was in charge of advertising, has been made assistant general manager of the St. Louis Star. Ernest N. Giles has been appointed manager of local advertising, and C. J. Edelmann has been made manager of national advertising.

### George G. Diffenbach Joins Philadelphia Agency

George G. Diffenbach, recently with the service department of the Franklin Printing Co., Philadelphia, has joined the copy and plan department of the Richard A. Foley Advertising Agency, also of that city.

**FIRST in  
Circulation**

**52% of All**

The 353,906 lines of National Advertising published by The PLAIN DEALER in May was 52% of all such advertising in all Cleveland newspapers—Morning, Evening and Sunday—during the month.

**FIRST in  
Advertising**

J. B. WOODWARD  
Times Building, New York

WOODWARD & KELLY  
Security Building, Chicago

**The Plain Dealer**  
First Newspaper of Cleveland, Fifth City

# Something Sometimes OVERLOOKED

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Your advertisement in THE DAILY NEWSPAPERS OF CANADA appears in close proximity to the advertisement of that important personage—that final link in salesmanship—

**THE DEALER.**

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**Q** He may not be looking for your "ad" but he most certainly scrutinizes the paper for his own—and there he sees your copy!

**THE DAILY  
NEWSPAPERS**

**I**n this way—and for that sound reason, *National Advertising* in THE DAILY NEWSPAPERS OF CANADA becomes also *Local Advertising*!

**10%** of your U. S. appropriation will adequately and profitably sell your product to the readers of these papers. Ask your agency or write these papers direct for data.

Place	Population	Paper	Place	Population	Paper
Charlottetown, P. E. I.	12,000	M. Guardian	St. Catharines, Ont.	19,360	E. Standard
St. John, N. B.	64,305	M. & E. Telegraph & Times	Winnipeg, Man.	106,947	M. & E. Free Press
Montreal, P. Q.	801,216	M. Gazette	Regina, Sask.	42,000	E. Tribune
		E. La Patrie (French)			M. Leader & E. Post
		E. La Presse (French)	Saskatoon, Sask.	31,364	M. & E. Phoenix & Star
Quebec, P. Q.	116,850	E. Le Soleil (French)			
		E. Telegraph	Calgary, Alta.	75,000	E. Herald
Kingston, Ont.	25,000	E. Whig	Edmonton, Alta.	85,000	E. Journal
London, Ont.	60,000	M. & E. Advertiser	Victoria, B. C.	60,000	M. Colonist
		M. & E. Free Press			E. Times

# OF CANADA



# CANADA

## THE GROWING MARKET

AS the study of the modern Science of Advertising receives more attention, it seems apparent that at times there is a tendency to overlook its fundamental principles.

In this connection it is vastly important that sufficient emphasis should be given to the following important facts:

**THE FAMILY HERALD AND WEEKLY STAR  
IS CANADA'S PREDOMINANT FARM  
JOURNAL,**

and as

**FARMING IS CANADA'S PREDOMINANT  
INDUSTRY,**

it is only natural to find that

**THE FAMILY HERALD AND WEEKLY STAR  
HAS THE LARGEST CIRCULATION OF ANY  
JOURNAL OF ANY SORT IN CANADA.**

*For rates and other information write the Advertising Manager.*

### **Family Herald and Weekly Star.**

*Canada's National Farm Journal*

**Montreal**

Established 1870

**Canada**

BRANCH OFFICES:

*New York, U. S. A.:*

DAN A. CARROLL, *Representative,*  
150 Nassau Street.

*Toronto, Ont., Can.:*

M. W. MCGILLIVRAY, *Representative,*  
182 Bay Street.

*Chicago, U. S. A.:*

J. E. LUTZ, *Representative,*  
Tower Bldg., 78 E. Madison Street.

*London, Eng.:*

M. A. JAMIESON, *Representative,*  
17 Cookspur Street, S.W. 1.

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# Telling the Retailer about Consumer Acceptance

Big English Advertiser Gives Copy and Dealer Help Hints

By Alec Nathan

Director, Joseph Nathan & Co., Ltd.

[EDITORIAL NOTE: Alec Nathan is advertising director for Glaxo, one of the largest advertisers in England. It is interesting to note, that in a talk to an English society of sales managers he uses terms like consumer acceptance, turnover, overhead and the like. It is additional evidence of the universality of advertising ideas and nomenclature.]

IN order to get the best results through the retailer, of the general advertising campaign carried out by the manufacturer, it is absolutely essential that the active and cordial co-operation of the shopkeeper should be secured. It is only by such efforts toward sympathy and co-operation that it can be insured that no sales likely to result from advertising designed to create a mass favorable impression shall be missed.

While some retailers are eager to accept the principle of "consumer acceptance," which creates a favorable mental attitude toward goods that are advertised, and leads the public to readily accept them when offered across the counter, there are many who actively reject it. But it is my opinion that the sales manager who is able to educate the retailers handling his goods up to the point of appreciating the value to him of the principle of "consumer acceptance," is most likely to succeed in getting them to stock and sell his particular lines of goods.

It should be the object of the sales manager to get the retailer to reduce the infinite variety of kinds and styles of similar articles he carries in stock, and get him to concentrate his financial resources, his time, space, and selling ability on the particular article which he wishes him to sell. It is my opinion that the factors which enter into the disinclination of a

large proportion of traders to handle and push largely advertised lines are ignorance of the principle of "consumer acceptance," non-protection of standardized buying and selling prices, inadequate profit to the retailer, careless and high-handed treatment of the retailers' complaints by the manufacturer, inadequate methods of distribution, lack of consideration and courtesy, and incomplete and incompetent copy in advertisements. All these points are important, the protection of prices and profit being of equal importance with the advertising.

There is one crucial test of all advertising, and especially in the copy. This is, "does it sell the goods?" Therefore, those who have to sell the goods are deeply interested in the copy that is put out by their advertising managers. However smart, however clever, however well got up their campaign might be, if they are not going to tell the story right in their advertising, if it is not going to outline the merits or the service of the goods so as to make people desire to possess them, if it is not going to be a reflection of the policy of their house, they are probably courting failure.

It is essential, in my opinion, that the advertisement manager and the sales manager should work together in close sympathetic harmony with each other.

The sales manager should not only know the policy, but the atmosphere surrounding advertising. He should study all copy before it is put out, he should have a large voice in the amount of expenditure on advertising, where and how it was to be expended, so that he can make sure it would be directed in those particular channels where his sales

In a paper before the Incorporated Society of Sales Managers, London.

needed the support of his advertising. He should make sure that the copy itself is sufficiently distinctive, and have the individuality and personality of character, that it would have repeat associations that would live after the insertions of the advertisements in the paper had ceased.

Composing good and educational copy that will sell goods that would establish and cement the house is difficult. Its difficulty is not minimized by the fact that the impression has to be created quickly.

On a broad basis most copy is overloaded with adjectives. Adjectives in copy are necessary and useful, but they ought to be used by the copy writer just like the finished chef uses seasoning in some piquant dish. Further, copy should be original and creative, not a mere mass of words and plagiarisms. Every paragraph of an advertisement should have a topic, something worth telling—something to stand out unmistakably from the paragraph, because if the paragraph had not given the essential memory picture, it would not be remembered.

Advertising without the co-operation of the retailer is only part of the whole, and a combination of national and independent, and more localized and co-operative advertising is essential in order to achieve the maximum results.

The average progressive retailer would probably be willing to co-operate if the position from his point of view were put to him, and if he did not have thrust upon him terms and conditions which are too onerous and inconsiderate.

Another important point for the sales manager is that he should help the retailer to increase the volume of his sales without a corresponding increase in sales costs. This can be accomplished, but only by co-operation between the proprietor and the dealer. Formulate a definite plan and programme of educational propaganda to all retailers, and then prove to them that neither they nor the proprietors are really independent,

but are actually interdependent; that they both share in any success achieved; that the principle of "consumer acceptance" is ever at work, and that they should, in their own interests, work in harmony with it instead of against it.

Retailers should be shown that it is always more profitable for them to stock and push the sale of advertised lines; and that, as the proprietor's prestige and goodwill can be used to earn them profits, it will pay them to ally themselves, their activities, and their shops with the firm's trademarks and campaigns. Convince the retailer that there is mutuality of interest in following these national fundamental influences which are far stronger than the unit which tries to sell against local influences and prejudices. If the sales manager is successful in his efforts he will have reduced the variety of stock the retailer needs to carry, have lowered his overhead charges, increased his turnover and his net profits, and helped to put his business on a sounder and more economic basis.

### Mail-Order Concern Resumes Advertising

The Guarantee Sales Co., New York, a mail-order house dealing in candy and other merchandise, which stopped advertising three years ago, is now placing fifty-line advertisements in newspapers east of Chicago which contain mail-order sections. The account is with the American International Advertising Agency, New York.

### Class Journal Company Advances LeRoy P. Wight

LeRoy P. Wight, who has been assistant manager of the advertising and merchandising service bureaus of The Class Journal Company, New York, is now in charge of these bureaus. Mr. Wight succeeds Willard G. Myers, who has resigned to join the staff of the United States Advertising Corp., Toledo, O.

### Leaves Vick Chemical to Join Greensboro, S. C. "News"

Douglas Conkwright has resigned as assistant advertising manager of The Vick Chemical Company, Greensboro, N. C., and has joined the Greensboro *Daily News*, where he will be engaged in national advertising work.

## FALL FASHIONS 1922

Our Paris representative has just arrived with style merchandise in every line for Fall 1922—ready-to-wear, fabrics, laces, millinery, shoes, gloves, veilings, fancy goods, leather goods, etc.

On June 24th, the Dry Goods Economist will publish its 22nd annual Fall Fashions Number in which this specially selected merchandise bearing the style imprint for Fall will be shown to thousands of interested merchants and buyers all over the country.

Fashion is the keynote of the pictorial and verbal presentation of this issue. It brings the market to the merchant.

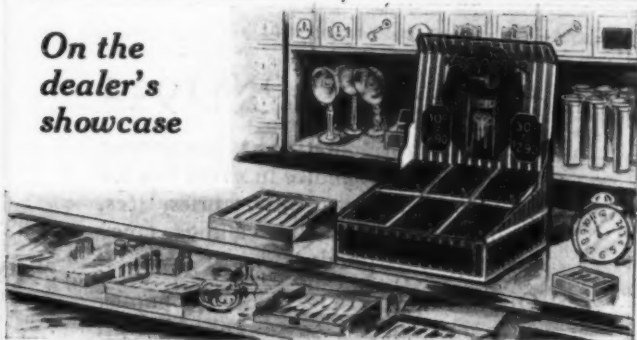
This issue is rich in opportunity for the manufacturer. It is an issue of the utmost importance to the merchant; it comes at a time when *buying* is the paramount issue. It is the opening gun in the merchant's Fall campaign—and it's a World Wide issue with a large additional foreign circulation.

Every manufacturer who sells merchandise to the department and dry goods stores of this country should make this issue the opening gun of *his* Fall campaign.

Advertising forms close Saturday, June 17th

Dry Goods Economist  
239 West 39th Street  
New York City

*On the  
dealer's  
showcase*



## *Give your product more effective display*

The extra sales which flow from superior display in the retail store keep factory wheels running steadily.

The Brooks Display Container combines attractive advertising, effective display of the goods and automatic selling power.

This display container is a remarkable creator of sales. It sets flat on the counter or showcase, displays its contents at the most effective angle, is sturdy and graceful. It wins the best locations.

*Made in a variety of sizes and shapes*

**BROOKS BANK NOTE CO.**

Springfield, Mass.

New York

Philadelphia

Boston

# **BROOKS** DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display  
Advertising*

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# Advertising the Inside of a Coat to Sell the Suit

How the David Adler & Sons Company Met the Need for a "Different" Clothing Talking Point

THE clothing industry was somewhat startled a few weeks ago when the general advertising of the David Adler & Sons Company, Milwaukee clothing manufacturer, suddenly switched from talk about the wearing and other qualities of the garments to some high-pressure featuring of the insides of coats. Page after page of advertising in national mediums and hundreds of dealer newspaper advertisements have consisted of illustrations and descriptions of what Adler calls "the McBedwin finish." A coat finished in this way has no lining, but the seams on the inside are neatly covered with high-grade lining material. The object is to make the coat almost as attractive on the inside as on the out.

There is nothing new about the manufacturing process. Any clothing maker can produce the same effect and some of them do. But the name and the advertising use of it mark a new and interesting chapter in clothing merchandising. "McBedwin" is an arbitrary term made by playing upon the name of one of the Adler designers.

"Clothing is clothing," explains E. D. Wolff, sales man-

ager of the Adler company, "and as such is a mighty hard thing to advertise in an individual way. With so many clothing manufacturers in the business the selling points are pretty much the same.



## Your Next Suit Should Have *McBedwin Finish*

Then you will have more style and satisfaction than with a full silk lined coat, without the extra cost.

*McBedwin Finish is an Adler Collegian feature, which entirely does away with coat linings*

It gives better fit, more graceful lines and holds the shape longer. Costs you nothing extra.

There is not one inch of lining to wear, fray or stain. You can lay your coat off among the most expensive garments with pride and satisfaction. It is the most advanced step in clothes-making that has been made in years.

Let us show you the splendid new models that we have with the McBedwin Finish. You will instantly appreciate their unusual advantages of style, service and price.

**\$35—\$40—\$45**

## ARTER CLO. HOUSE

HOW DEALER ADVERTISEMENTS ARE FEATURING THE  
INSIDE COAT FINISH

"If we had a monopoly on such features as style, wearing quality and value we would not have to seek distinctive advertising ideas. But so many others can speak with perfect truth along the same lines that there really is not a great deal of individual advertising advantage gained by stressing these points. This is why you see so little copy in magazine clothing advertisements and so much first-rate art work. Each of us has been striving for an advertising angle he could call entirely his own and the result has been a competition in the way of art and typographical effect, the pictures bringing in clothing only incidentally.

"It was to present a new and distinctive selling argument that we decided upon this McBedwin angle. The inside of a coat usually presents an unattractive appearance. If a man hangs it up in a barber shop he is careful not to let the lining show, because it hardly ever is of a quality matching up with the garment. Or it shows signs of wear. Why not devote some special manufacturing effort to make the inside of a coat pleasing to look upon and then merchandise it in our advertising? This was the idea that came to us and we now regard it very much in the nature of an inspiration."

Shortly after the first general advertisement appeared the company began getting inquiries from men in numerous States asking to be referred to the nearest dealer who handled the McBedwin finish clothes. A dentist in the State of Washington writes that the coat shown in the picture is just the kind he wants and "please let me know from whom I can purchase such a garment."

In a few weeks more foreign inquiries were received including some from Egypt. The latter gave the advertising department the inspiration for a McBedwin dealer presentation. A twelve-page broadside printed in two colors was entitled "Would you write to Egypt for McBedwins?" Then was reproduced a letter from Yousef Gazzar, of Cairo, and other foreign inquiries. One

page is taken up with a photograph of a great pile of letters received in one morning's mail from clothing wearers expressing interest in the McBedwin finish. Three other pages contain photographic reproductions of letters from wearers coming from many States.

The object of the broadside is to induce dealers to endeavor to cash in to the fullest extent on the McBedwin advertising. To this end an elaborate plan of local newspaper advertising and window trimming has been prepared. The dealers are urged to use liberal space in their newspapers with copy and electrotypes to be supplied by the company—also to put in frequent window trims for which detailed directions are also available. In the windows the coats are to be draped over forms inside out so as to coincide with the general and newspaper advertising. Letters are sent to the dealer to use in following up the inquiries sent to the company.

"One highly interesting feature of the great number of inquiries we have received," says Mr. Wolff, "is that less than one per cent bring up the question of price. This indicates that, in spite of everything you hear nowadays, value and novelty can be made to overcome the price angle in the minds of many profitable buyers. This is an encouraging symptom and ought to give new confidence to manufacturers in general who, influenced by business-getting needs, may be tempted to lower quality so as to provide for price.

"If to abandon quality and cater to price was the smart thing to do we would do it. But our experience has taught us that such methods do not pay. The quality clothing concerns of fifteen or twenty years ago are still with us, bigger and more prosperous than ever. Where are the price concerns?"

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The New England Pressed Steel Company, Natick, Mass., manufacturer of Nepsco electric traffic signal equipment, has planned a campaign in trade papers, magazines and newspapers. The Glaser Corporation, Boston, has been appointed to direct this campaign.

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# Advertise Toilet Soaps and Creams in **CHILD LIFE**



**A**N advertisement of toilet soaps and creams in "Child Life" talks straight to the mother, the one who washes little hands and faces innumerable times in a single day. Every month your sales message reaches more than 60,000 mothers as they are reading nursery rhymes and stories to their kiddies. Then they are in a truly receptive mood, for their minds are full of their children's welfare.

The mother cares for velvety young bodies, knows how tiny faces chap in the wind, how grimy little hands can get in the day's play. Advertise toilet soaps and creams in "Child Life" and all else that makes the lives of kiddies more comfortable, more secure.

Write today for rates, more detailed information and a copy of "Child Life" to look over.

*Published by*

**RAND McNALLY & COMPANY**

536 S. CLARK STREET, CHICAGO

*Largest Publishers of  
Books for Children*



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**Mothers who select read**  
**"CHILD LIFE" to their children**

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**C**REAM OF WHEAT is now being  
number of states.

Here are reproductions of their first for  
an entire month's display.

They are interesting examples and show  
arguments for a product can be presented

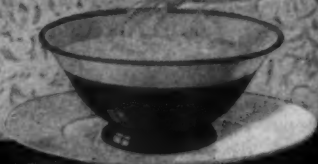
## STREET RAILWAYS AD

Central Office  
Borland Bldg., Chicago


Home Office  
Candler Bldg., N. Y.



A large dish  
for less than



1¢



Appetizing-  
Nourishing-Economical

CREAM OF WHEAT

being advertised in Street Cars of a

first four cards—each one is getting

and show how the different selling  
e presented on the Street Car cards.

YS ADVERTISING CO.

Yonkers Office

r Bldg., N. Y.

Western Office

Monadnock Bldg., San Francisco

CREAM WHEAT

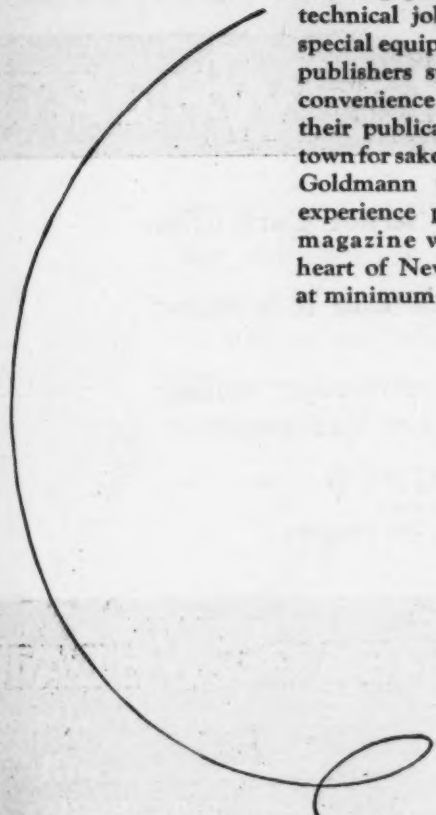
for Breakfast, Luncheon or Dessert

One package will  
make nine quarts  
of delicious cooked  
food.




CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

## Magazines



Printing periodicals is a technical job requiring special equipment. Some publishers suffer the inconvenience of printing their publications out of town for sake of economy. Goldmann volume and experience produce fine magazine work in the heart of New York City at minimum cost.

**ISAAC GOLDMANN COMPANY**  
**EIGHTY LAFAYETTE STREET NEW YORK CITY**

*Printers Since Eighteen Seventy Six*

TELEPHONE FRANKLIN 4520



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# "Selling" a Concern to Employees by a Pension System

How Hibbard, Spencer, Bartlett & Co. Have Worked Out a Perplexing Problem

By C. J. Whipple

General Manager, Hibbard, Spencer, Bartlett & Co.

[EDITORIAL NOTE: With the entire proposition of relations between employer and employee in a condition of flux, unusual interest attaches to the pronouncement of anyone who can speak from experience regarding employee's pensions. Hibbard, Spencer, Bartlett & Co., Chicago hardware wholesalers, have had in operation for seventeen years a pension system which many business concerns have been eager to learn about. In this article, Mr. Whipple not only reveals the intimate workings of the plan, but tells of the lessons his firm has learned from it and the deductions it has drawn.]

A LONG in 1905 we encountered a condition that is bound to come to any sizable firm after it has been in business very many years. We found that a considerable number of our employees who had been with us from twenty to thirty years had become a drag on the organization. For sentimental reasons we did not want to discharge them and yet from a cold-blooded business standpoint they could be replaced by younger or more active men.

Out of that circumstance grew our present pension fund, which is operated both for the old-age protection of our employees, men and women, and for the purpose of encouraging them in the saving habit. We think our people appreciate the benefits to be derived from it. Thus we have an illustration of what might be called advertising the organization to its rank and file. And such advertising, with the object of selling the firm to the workers, is important indeed.

Every employee of Hibbard, Spencer, Bartlett & Co. between the ages of eighteen and forty is obliged to "come in" on the pension arrangement. If he will not do so, he cannot work here. The rule applies to all executives as well as the other employees—our entire organization, in fact, except the traveling salesmen.

From the salary of each employee is held back 2 per cent. This, not exceeding \$60 a year in each case, is deducted by the paymaster and placed in the fund, the firm adding a corresponding sum.

When a male employee reaches the age of sixty he is eligible to retirement; when he is sixty-five he can demand a pension. If he has contributed to the fund for twenty years, he receives for the remainder of his life a pension equal to two-thirds of his average salary for the preceding five years. At first we made it half the average salary, but during the recent period of high living costs concluded this was not enough. If he has paid into the pension fund for less than twenty years, then his pension will not exceed beyond the time he has made such payments. In no case will a man's pension be more than \$1,500 a year. Female employees are permitted to retire at the age of sixty and receive life pensions if they have been working for the company fifteen or more years and contributing to the fund.

When the war came along we were obliged to take on hundreds of men above the age of forty. Many of these we wanted to keep. To let them in on the pension plan we devised a sliding scale, according to which men over forty would contribute to the fund sums determined by their ages instead of the 2 per cent held back from employees below forty. The scale follows:

MALES		FEMALES	
Age	Contribution	Age	Contribution
41.....	4%	41.....	5%
42.....	4%	42.....	6%
43.....	5%	43.....	6%
44.....	5%	44.....	6%
45.....	5%	45.....	7%
46.....	5%	46.....	7%
47.....	6%	47.....	8%

48.....	6%	48.....	8%
49.....	6%	49.....	9%
50.....	7%	50.....	10%
51.....	7%	51.....	11%
52.....	8%	52.....	13%
53.....	8%	53.....	14%
54.....	9%	54.....	17%
55.....	10%	55.....	20%

The only difference between the two classes of employees is that those below forty are obliged to contribute to the fund and with those above forty contributions are voluntary.

The pension fund is in the custody of the company and is administered by a committee of eight consisting of the chairman of the board, the president, and first vice-president of the company, three directors and two employees who are not directors.

If an employee withdraws from the pension arrangement his connection with the company is automatically severed. In such a case he is given the amount of money he has contributed plus 3 per cent simple interest. The same thing takes place if he is discharged or if the company becomes liable to pay him for disability as provided by the workmen's compensation law.

This part of the pension arrangement has been subject to considerable abuse. But it is one that must be present in some form or other. It stands to reason that if an employer holds back a portion of a man's wages or salary for a certain purpose that purpose must be fulfilled or the money returned.

In one sense the pension fund by this arrangement becomes a savings proposition. An employee may be with us, say, five or ten years and at the end of that time has several hundred dollars to his credit—money he has been forced to save. If he wants to quit he can have the money plus the 3 per cent simple interest.

As a matter of course, there are many withdrawals. A proposition that applies to employees generally is bound to have to reckon with a considerable amount of employee turnover. Girls come to work at eighteen or nineteen and then a few years later get married. And numerous other

employees also leave us for perfectly legitimate reasons. For all these the pension fund is really a big advantage which we are pleased indeed to maintain for them.

But in another sense the savings angle is a detriment. Some people who perhaps never have saved a dollar before in their lives just can't resist the temptation of trying to get their hands onto what they have paid into the fund. To get it they have to quit their jobs. I have known men to quit to get as little as \$15. And then they have tried to get back, presumably with the idea of repeating the operation. But this time they were out of luck. If we are certain an employee leaves so as to withdraw his pension deposits we will not rehire him. In the aggregate the number of people who leave for this purpose is not large, and I believe this evil is constantly growing less. But it always will be present to a certain degree. It is one of the things that must be wrestled with if there is going to be a pension fund. There is no doubt that the pension fund encourages or induces the migratory or improvident employee to quit us sooner than usually would be the case. But this weakness is something that cannot be avoided.

#### THE PLAN IN ACTUAL PRACTICE

The plan has not yet been in operation for a full twenty years, but already we have made a considerable number of retirements under it. And the benefits unquestionably have worked both ways.

A man who had been working here for more than forty years came to me one day and said he had a little property to look after and thought he would quit so he could enjoy a little leisure for once in his life. He had started in with us as a carpenter, his job being to make the countless number of repairs and alterations that are continually needed in a large wholesale plant. As the business grew he got to have entire charge of that class of work and as such was about the most valuable right-hand man for an



## Higher Circulation Ideals

The Grand Rapids  
FURNITURE RECORD

A. B. C. — A. B. P.



**S**PACE buying is trying business. But isn't it fine to discover that the leading Business Paper in the field, the one that you've planned to use, is an accredited member of the A. B. P. and has a net paid A. B. C. circulation?

It both simplifies matters for you and guarantees that the circulation and its distribution is exactly as represented.

As you may know, *The Grand Rapids Furniture Record* has the *largest net paid A. B. C. circulation* of any Business Paper serving this great retail market.

Can your merchandise be distributed profitably through the furniture and homefurnishings retailer? Our Service Department will help you in a survey that will materially assist in answering this. Just write us—we'll gladly cooperate.

An A. B. C. and A. B. P. Medium

## The Grand Rapids Furniture Record Grand Rapids, Michigan

Victor B. Baer Co.,  
1265 Broadway,  
Room 804,  
New York City

Edward R. Ford Co.,  
53 W. Jackson Blvd.,  
Chicago, Ill.

Sam Leavick,  
924 Union Trust Bldg.,  
Cincinnati, Ohio



ONE of the mysteries of advertising is why the advertiser is willing to pay for the most productive space and the finest art work and then insists upon buying his mats, stereotypes or electrotypes on a price basis only.



**O'FLAHERTY**

*Electrotypers      Stereotypers*  
*Photoengravers*

MAKERS OF PEERLESS MATS

225 West 39th Street  
New York

operating executive that you could think of. I hated to see him go because I knew I would have all kinds of tribulation until another man could be obtained for his place.

I agreed to bring his case to the attention of the pension committee and to recommend that he be given a pension for life. I suggested to him that he come down about nine or ten o'clock in the morning, look over things a bit and then stay around until 2 o'clock or so—or until I could see him. For this he would receive a stated salary which would make up the difference between his pension and his old salary. He was delighted and has been working on that basis for nine years to the complete satisfaction of himself and the company.

Instances similar to this have been frequent. We had a case of a man who had reached the retiring age after more than thirty years' service. He had slowed down considerably and was no longer an asset to us in the job he then had. He was informed that he would be permitted to retire and receive a pension for the remainder of his life. He didn't like the idea. For sentimental reasons he hesitated to leave the house. And then he didn't want to quit work anyway. What in the world would he do with all his time?

#### GRATITUDE IS SHOWN

It so happened that there was a sort of a watchman's job available—one requiring only about four hours' work early in the morning. This chap was given the place, the pension fund making up the difference in salary. He died just a little while ago after having worked happily at the accommodation arrangement for more than eight years. His daughter made a special trip into the house here from another city to tell us that through our thoughtfulness we had added at least seven years to her father's life.

"If you had made him quit work entirely he would have died within a year," she declared.

Maybe such a proceeding is

good business and maybe it isn't. But we do it anyway. Personally I believe it to be good business because it helps us in the highly important operation of selling our employees on the house.

The unique thing about our pension fund is that we provide disability pensions. If an employee becomes affected with an incurable disease, he is entitled to a pension the same as if he has reached the age limit. We have more of this class of pensioners than the old-age kind.

#### DOES NOT SOLVE PROBLEM OF LABOR TURNOVER

The ever-present and always-to-be-expected employee turnover is the force that automatically keeps the pension proposition down to a point where it can be safely financed. After all, a very small proportionate number of employees are going clear through with the pension deal. Figure the thing out on almost any kind of expectation table you like and you will find eventually that you have to pay fewer pensions than you thought you would. Of course, we are constantly striving to reduce employee turnover. This is one reason we have the pension system. But there is bound to be a certain proportion of such turnover no matter what may be done. And this is really the influence that removes financial risk from the pension system.

Why do we not let traveling salesmen in on the deal? As a general thing these men are of a type that make business provisions against their future. They work on salary and commission and it would be difficult to compute the proportion they should contribute. Anyway, who is going to travel on the road until he is sixty-five? The thing isn't done any more to a noticeable extent.

If one of our salesmen quits the road for any reason and takes a job in the house he then becomes eligible to the pension arrangement, but on the basis of a new employee. If he is below forty he has to come in and if he is older than forty he can suit himself about it.

ESTABLISHED 1899, PHILA.  
U. S. DEPARTMENT OF COMMERCE

ALTON & SONS, PHILA., U.S. DEPT. OF COMMERCE

A. E. STANBACH, BOSTON & TRUSS  
STANBACH BROS., ADP. DIV. & TRUSS

## THE HAYNES AUTOMOBILE COMPANY

MANUFACTURERS OF  
**HAYNES**  
MOTOR CARS

KOKOMO, IND.

May 8, 1922.

ADDRESS ALL COMMUNICATIONS  
TO THE EDITOR

Ruggles & Brainard, Inc.,  
200 Fifth Avenue,  
New York, N.Y.

Attention: Mr. Howard F. Ruggles, President -

Gentlemen:

The new, improved Haynes 85 and 75 models are truly character cars, and naturally appeal to persons who discriminate and are satisfied only with the better things.

For that reason we selected The Quality Group Magazines to carry Haynes advertisements in color. The Quality Group Magazines go into quality homes, and are read with interest by the members of the family whose influence is paramount in the purchase of a car.

Our advertisements in The Quality Group Magazines are made doubly effective by the use of color, which attracts greater attention, and enables us to display our cars in a much more effective manner. The general tone of the color advertisement is much more harmonious and appealing.

In our opinion, the use of color will always advance the sales producing possibilities of advertising. When you have a combination of a color advertisement and The Quality Group Magazines, you have a union which will effect the readers favorably, toward your product.

Color advertising in The Quality Group for The Haynes Automobile Company has produced results. In the year 1921, Haynes sales were fifty-three per cent. greater than during the year 1920. The year 1922 is indicative of still greater progress, all of which goes to prove that our policy of selection is justified.

Yours very truly,  
THE HAYNES AUTOMOBILE COMPANY

Director of Advertising  
and Sales Promotion.

Gilbert U. Radoye

AMERICA'S FIRST CAR.

## THE QUALITY GROUP

ATLANTIC MONTHLY HARPER'S MAGAZINE SCRIBNER'S MAGAZINE  
CENTURY MAGAZINE REVIEW OF REVIEWS WORLD'S WORK

347 Fifth Avenue, New York





# PRINTERS' INK

A color page in  
**THE QUALITY GROUP**  
 will take you right into  
 the family circle of  
 the 750,000 Leading  
 Homes in America.

Imagine the privilege of  
 sitting in the library all  
 the time for an entire  
 year!

Your Color page will  
 be seen, talked about,  
 admired, remembered, and  
 acted upon.

What more can you expect  
 an advertisement  
 to do?

**Ruggles & Brainard Inc.**  
**Color Pages**  
 200 FIFTH AVENUE  
 NEW YORK

(See next page)

PRINTERS' INK

*"Say  
it  
in  
Color"*



Sold for  
THE QUALITY GROUP  
by



**Ruggles & Brainard Inc.**  
**Color Pages**

230 FIFTH AVENUE  
NEW YORK

*All color work by  
Zane-Wilkinson Co., Inc.  
Color Plate Engravers  
and Color Printers  
Long Island City, N. Y.*



## PRINTERS' INK

If your product deserves a place in better-than-average homes Color pages in THE QUALITY GROUP will win this Quality Market quickly and at the lowest possible cost.



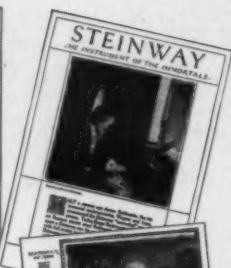
**HANDEL**  
*Lamps*

A CERTAIN beauty of form and exquisite blend of coloring cause one instinctively to associate a Handel Lamp with the fine paintings and beautiful rugs of a perfectly appointed home. And a Handel Lamp is just as lasting also; it is designed to be permanent—different from the fragile lamp that so soon fades and is so easily broken. The lamp shown is No. 6868. Look for it in the stores you visit, or write for the name of nearest dealer.

**THE HANDEL COMPANY, MERIDEN, CONN.**

(See next page)

# PRINTERS' INK



You can capture  
**THE QUALITY MARKET**  
 if you will go about it the  
 simplest way.

750,000 families are the big  
 income tax payers. The same  
 families read

## THE QUALITY GROUP.

Go after them with a Color  
 page each month in these  
 six Magazines for twelve  
 months—seventy-two Color  
 pages.

Everybody who can afford  
 to buy a Quality Product  
 will surely see and remember  
 your Color pages.

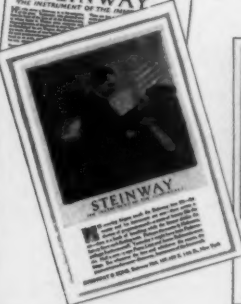
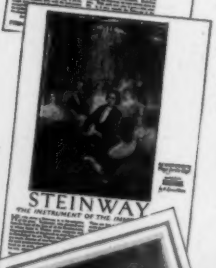
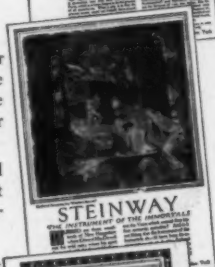
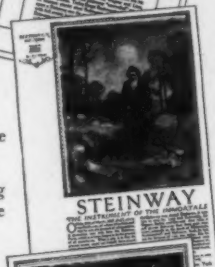
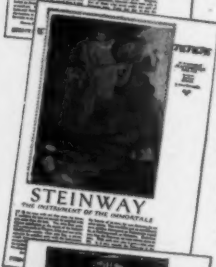
It will cost only 6½¢ per  
 family per year.

This is a *real* advertising  
 campaign.



**Ruggles & Brainard Inc.**  
**Color Pages**

200 WEST 42ND ST.  
 NEW YORK





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# How Shall a Bank Proceed When It Has Distress Merchandise for Sale?

First Step to Find Out the Conditions under Which Such Merchandise Is Usually Sold

UNION & PLANTERS BANK & TRUST CO.  
MEMPHIS, TENN.

*Editor of PRINTERS' INK:*

Our bank being a subscriber to your weekly and monthly magazine and having noticed the article in reference to the sale of obsolete machinery, I write to inquire what information or suggestions you may be able to give us for the benefit of one of our customers in reference to the disposing of some tractors that he has had on hand some time. While these tractors are not very old models, there are certain improvements on all of them and the small tractor referred to in the attached letter is not being manufactured any further, so we are informed by the original manufacturers. He, of course, would be willing to sell these at a very reduced price.

Without going into detail in this letter, I herewith enclose copy of the circular letter that we sent out recently, which has not brought any results. I believe that this circular letter will give you all of the necessary information and will appreciate any suggestions that you care to offer.

UNION & PLANTERS  
BANK & TRUST CO.,  
F. B. SWIFT,  
*Assistant Vice-President.*

ONE reason why the circular letter to which Mr. Swift refers probably did not bring results is that it did not tell specifically just how the signer of the circular happened to have these tractors to offer. That is certainly something that the buyer would want to know. Distributors of merchandise are not in the habit of picking up job lots of merchandise which they handle, from factors outside of the trade, unless there appear to be good reasons for doing so in specific cases. Another reason why the offer did not take hold is the fact that at least one of the models is no longer manufactured, and there is some doubt, according to the way the circular reads, whether or not the other models are those being currently offered by the manufacturer.

Dealers cannot afford to show anything but the latest models.

But even if there was no question as to the models, it is doubtful if these tractors could be sold to regular distributors. As a rule a tractor dealer is tied up with an exclusive agency and does not care to buy tractors other than those made by the manufacturers he represents. Even though he were not eliminated by reason of this fact it is likely the average dealer would not be inclined to buy from anyone except the manufacturer. The dealer wishes to make sure that he will be supplied continuously with parts, and this he would not be certain of if he bought from some outside source.

If the tractors cannot be sold to regular dealers, to whom can they be sold? The next logical prospect seems to be the farmer. Here also we encounter a serious stumbling-block. A farmer will not buy a tractor unless he is going to get service with it. For this reason he buys from some dealer in his own locality who can furnish him with service any day of the year. The prompt supply of service is very important because when the tractor is engaged in farm work it would be a calamity to have it out of commission for even a single day. Therefore, when farmers buy tractors they take the question of service into consideration very seriously. This seems to eliminate the farmer.

## LUMBER INDUSTRY A PROSPECT

It would appear that a very likely prospect for the tractors which Mr. Swift is trying to sell is the lumber industry. One of the most important lumber sections of the country is in the States adjacent to Tennessee. Thus the tractors could be merchandised to these lumber men without having the disadvantage of distance to contend with. The large lumber operator uses several tractors in his work. Because of

this a mechanic is employed who is an expert and is able to maintain the tractors in first-class shape all the time. Service, therefore, is not a factor in selling tractors to the lumber industry. They are looking for good tractors, but are especially interested in buying them at what seems to be attractive prices. Since there are only thirteen tractors to be disposed of altogether, it does not appear to be advisable to advertise them extensively, although an advertisement might be run in the newspapers of some big lumber centre, such as St. Louis, and in a lumber trade paper. Whether or not this is done, it certainly would be good policy to send a man to St. Louis, where most of these Southern lumber companies have offices. It is almost certain that he would be able to dispose of the lot before leaving the city.

#### BANKS SHOULD INVESTIGATE IN CASES OF THIS SORT

There is one thing that Mr. Swift is doing in his campaign to dispose of these tractors that we wish to commend. He is getting information on merchandising. This is something that too many bankers are disposed to neglect. Many bankers would be able to protect their loans better in case of inability to collect if they had greater knowledge of marketing. We heard of an instance some time ago which illustrates this very well. A certain bank had loaned \$50,000 to a silk company on an inventory worth approximately \$125,000. When the crash came in the fall of 1920 this company went under. The banker obtained the silk and immediately set about to dispose of it. A broker heard of what had happened and went to see the banker. He asked the banker what he wanted for the entire stock. The banker replied that they had to get the \$50,000 out of it which they had loaned, together with the accumulated interest. They finally compromised on \$45,000 as the price for the stock. The broker then took inventory and after studying the grades found that the silk could be divided into two classes, one

grade to be sold to the cutting up trade and the other, he concluded, would find a ready outlet to department stores for resale to the consumer. He divided the stock accordingly and disposed of the lot at \$80,000, making a net profit of something like \$30,000. The bank suffered an unnecessary loss.

Too often a bank, in considering an application for a loan, will look no further than the plant, the fixtures and the previous balance sheets. What may happen under these circumstances is well illustrated by the case of a company which started in business during 1915. Each year thereafter this company registered a large increase in sales. The profits were satisfactory. During 1920 the sales increase continued. The company had the largest year of its history. The first nine months of 1921 seemed to duplicate the experience of the previous year.

The company needed money, however, and asked a bank to loan it \$50,000. The bank had an appraisal company go over the factory and the report showed that the plant and machinery were worth several times the amount of the loan asked for. The bank itself went over the company's previous financial reports which were eminently satisfactory. The loan was granted. What the bank did not know was that although this company had continued to show large sales during 1921, it was getting these sales by quoting ruinous prices. The company, while it had made money the year before, was losing tremendously all during 1921. The bank got wind of what was going on in time. By systematizing production, effecting economies here and there, the business was finally put on a profitable basis, and the loan did not prove a loss, which it certainly would have done if information as to the condition of the company were not obtained in time.

Too often a banker will base his loan on the physical appraisal of the manufacturer's properties and totally ignore his markets. We know of a case where a bond issue for ten million dollars was issued on plants well worth that

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## SWEET'S ARCHITECTURAL CATALOGUE

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### THE CATALOGUE IN "SWEET'S"—

- is in the form that architects prefer.
- is distributed without waste to a list which is kept accurate and complete by a special distribution department.
- reaches the 12,000 most important designing offices in the country, including all the architects in active practice.
- is part of a comprehensive filing system.
- is maintained in active service for a year.
- can be found at once when wanted.
- is the focal unit of your sales campaign.
- entitles you to a copy of the distribution list.
- and costs less than an individual catalogue.

*The time is short for action  
on the Seventeenth Edition.*

**SWEET'S CATALOGUE SERVICE, Inc.**

119 West Fortieth Street, New York City

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FORMS FOR SEVENTEENTH EDITION CLOSE JUNE 30

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amount. The market, however, for the product which these plants were made to manufacture had entirely collapsed. In fact there was no market at all. The business was saved and the bond holders protected only through the sale of the business to a more enterprising competitor. It is for this reason that so many banks are now including among their vice-presidents a man with wide merchandising and selling experience.

Harry R. Wellman, professor of marketing of the Amos Tuck School of Administration and Finance, Dartmouth College, relates an incident which illustrates this tendency on the part of banks. A certain bank asked Mr. Wellman to recommend for the position of vice-president a man who was up on merchandising and the niceties of selling.

"This bank," says Mr. Wellman, "realized that too much emphasis had been put upon the balance sheet, and the productive possibilities of the plant they were financing. During the war and the boom period after the war, production was the important part of the game. Immediately following this condition, however, it became evident even to the bankers that what you could manufacture did not matter much if you could not sell it. Therefore, the bank that I mentioned, decreed that the first vice-president it added would be a merchandising vice-president. In other words, a man who could intelligently judge the effectiveness of the plant to be financed in terms of both its productive possibilities and its sales possibilities."

—[Ed. PRINTERS' INK.]

### W. Henry Esser Joins Industrial Lithographic Co.

The Industrial Lithographic Company, New York, has appointed W. Henry Esser its general sales manager.

Mr. Esser has been engaged in advertising and lithography for more than twenty years. Before coming to New York he was engaged in the agency business at Utica, N. Y., under the name of the Esser Wright Advertising Agency. For seven years he was with the Atlantic Lithographic & Printing Company, New York, which he left to join the Industrial Lithographic Company.

### Banker Urges Co-operative Marketing for Farmers

Paternalistic government action is not the solution for difficult agricultural conditions, but rather individual and initiative and improved co-operative marketing methods, said Thomas B. McAdams, president of the American Bankers Association, in an address before the South Dakota State Bankers Association on June 8 at Aberdeen, S. D. He pointed out, however, the danger of large-scale co-operative movements becoming oblivious to the rights of others, creating results worse than the evils intended to be corrected. He said:

"Present-day troubles of the farmer are not so much one of finance as the necessity to improve marketing facilities and to adjust the value of his labor to conform with wages paid labor in other lines. There is no question that co-operation of the farmer in putting his products upon the market is a step in the right direction, enabling him to distribute his sales over a reasonable period and eliminating some of the heavy costs which he has previously had to bear, which have resulted in his not getting at all times a fair share of the ultimate consumption value of his products.

"The principal danger in a movement of this kind, when people band themselves together to correct such evils as may exist, is that often such momentum is created that after the situation has been adjusted the movement goes on until it no longer simply serves as a protection but becomes oblivious of the rights of others, imposing penalties upon them in many instances more severe than the abuses, the correction of which was the basis for the organization of the original movement.

"The farmers can render a great service to themselves and the country by providing the machinery for the orderly marketing of their products on a fair basis of value, but in doing this they must at all times be careful not to forget that other classes of citizens have certain rights which must be protected and which the farmer should not willingly place in jeopardy."

### Williams Patent Crusher to Use Business Papers

The Williams Patent Crusher & Pulverizer Co., St. Louis, maker of ore-crushing and feed-grinding machinery, has placed its advertising in the hands of Yost, Gratiot & Co., St. Louis advertising agency. Business publications are being used for the present.

### "Fuel Oil," a New Publication

The Shaw Publishing Company, Galesburg, Ill., publisher of *Oil News*, is to issue a new monthly publication beginning with July, to be called *Fuel Oil*. It will be devoted to the development of the use of fuel oil in industrial plants, residences and other buildings.



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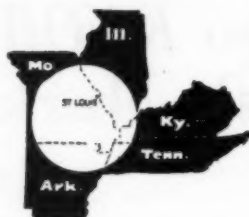
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- five rich states within  
the 150-mile radius
- buying states
- progressive states—

reached by the

# St. Louis Globe-Democrat

*St. Louis' Largest Daily*

GUY S. OSBORN,  
Incorporated  
CHICAGO  
TRIBUNE BUILDING

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BOSTON GLOBE	PHILADELPHIA PUBLIC LEDGER
BALTIMORE SUN	ST. LOUIS GLOBE-DEMOCRAT
NEW YORK TIMES	SAN FRANCISCO BULLETIN
MINNEAPOLIS TRIBUNE	
DES MOINES REGISTER AND TRIBUNE	

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Detroit Office:  
Ford Building

St. Louis Office:  
Globe-Democrat Building

# Who *KNOWS* British Markets?

**B** RITISH distribution methods, buying habits and advertising differ materially from those in America. Advertising in British markets can be planned and produced most effectively only by those who *know* the British public.

American manufacturers advertising in England have a double problem in suiting American selling methods and policies to the customs of their English brothers, and in making the proper advertising appeal to British buyers.

Samson Clark & Co., Ltd., has for twenty-six years studied distribution, buying habits and methods of advertising products nationally in England. Our success is attested by the fact that the space used by our clients in the national newspapers and other mediums bulks larger than that of any other service agency.

To present and prospective American advertisers in England we offer a complete service within one organization embracing the planning, creation and production of advertising in all its forms.



*This sketch shows the new building of seven floors being erected at 57-61 Mortimer Street to house under one roof the various departments of Samson Clark & Co., Ltd. Our own engraving and printing plants will be located here, as well as our creative and executive offices.*

## Available for Consultation —

**Milwaukee**

**June 11 to 16**

**New York**

**June 19 to 24**



**M**R. OLIVER CLARK, who is in America to attend and address the A. A. C. of W. Convention, will be glad to advise with American manufacturers and agency executives interested in Anglo-American advertising.

Our representative is unusually qualified to discuss American advertising in England because of his broad practical knowledge of advertising on both sides of the Atlantic.

Mr. Clark has a thorough understanding of American manufacturing, selling and advertising, gained at first hand from actual experience in America, where he has occupied positions as production executive in a large manufacturing company and as account executive in a leading New York advertising agency.

He can be reached during the Convention at the A. A. C. of W. Headquarters at Milwaukee, and during the week of June 19th through the office of PRINTERS' INK in New York.

### **Samson Clark & Co., LTD.**

*Advertising Contractors*

**58, Great Portland Street**

**LONDON, W1**

**ENGLAND**



## "When I Was a Boy—

is a phrase describing the days we "old uns" like to hark back to. Time has changed boy-activities, but boy-nature is the same as when we were kids.

Many prominent agency men have said to us, "Sure I know **THE BOYS' WORLD**; when I was a kid I read and believed every word in it."

That's the kind of boys' paper it always will be. The doctors and lawyers and business men of the future are its devoted readers today. They know and believe in **THE BOYS' WORLD**.

*Through its advertising columns you not only reach 400,000 of that kind of boys, but—through them—as many fathers and mothers in 400,000 homes.*

## THE BOYS' WORLD

**David C. Cook Publishing Company, Elgin, Illinois**

**WESLEY E. FARMILOE, Advertising Manager**

Edward P. Boyes, 95 Madison Ave., New York  
 Ronald C. Campbell, 326 W. Madison St., Chicago  
 Sam Dennis, Globe-Democrat Building, St. Louis

**"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS**

**THE MEN AND WOMEN OF TOMORROW**

**THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY**

# The Real Purpose of a Sales Promotion Department

It Should Be a Help to the Salesmen, Rather Than Attempt to Be a Sales Department in Itself

By A. J. Reiss

Manager, Sales Research and Promotion, Acme White Lead & Color Works, Detroit

**M**ANY executives, when they talk about establishing a sales promotion department, think of a "mail-order department." The two, while similar in some respects, are totally different in most cases.

The functions of a sales promotion department go deeper than trying to get business by mail. The good sales promotion manager is a good mail-order man, but he must not let that phase of his work overshadow his other activities.

I know a man who was sales promotion manager of a large rubber company and who for two or three years made a wonderful record in his work. Then complaints began to filter in from the sales force and it finally got so that the branch managers wanted nothing to do with him.

Upon investigation it was found that this sales promotion manager was obsessed with the idea of getting business by mail.

He would write good letters to the prospective customers who were reported by the salesmen as being interested in the proposition and when he obtained inquiries from some of them he would endeavor to sell them by mail and would word his letters in such a way as to offend the salesmen.

To put it in plain English—the salesmen can get along without the sales promotion department, (although their work is made easier with its aid) but the sales promotion department cannot get along without the salesmen.

Before proceeding we might clear up the point about inquiries. An inquiry is a sale half made—but in nine cases out of ten it takes a salesman on the ground to complete it. You may be able to sell the prospect by mail, but I

have yet to see a case where a salesman could not sell him a more complete line by personal salesmanship than could be done by mail.

The best way to handle inquiries is to give the prospect as much information as possible—and then wind up the letter by saying "our representative, Mr. John Jones will call on you in the near future and go over our proposition further with you."

Then notify the salesman of the inquiry and urge him to see the prospect immediately. Ask for a reply stating when the salesman will make the call. If he cannot get there immediately follow the prospect with letters on certain points in the proposition to keep his interest alive until the salesman can get to him.

My experience has been that when handled in this way, a large proportion of inquiries can be turned into sales.

The purposes of a sales promotion department may be classified as follows:

- 1—Developing new markets.
- 2—Increasing the business of established trade.
- 3—New products for old trade.
- 4—New lines for general trade.
- 5—Study of sales methods.
- 6—Sales contests.
- 7—Economy investigations.

## DEVELOPING NEW MARKETS

A certain roofing manufacturer faced with the problem of selling more roofing to keep his plant up to capacity, developed his market this way: He went over his books and listed the names of every customer who purchased during the past six months.

Then he bought a large wall map of the United States and put a red pin in the name of every

town where his customers were located. Then he went back over his old ledgers and listed the names of customers who purchased in the past two years but who had not purchased in the past six months. When this list was compiled he had it checked against the credit reference books and eliminated the names of every former customer who was not listed on the theory that no rating indicated the former customer was out of business.

Then he went to his map and put a black tack in the name of every town where he had a former customer, but from which he was not getting any business now.

Then he tacked every town that did not have a red or black tack with a white tack, indicating possibilities for new business.

Thus his market, both present and future was visualized to him. At a glance he saw which salesmen were "builders" and which territories needed cultivation. The rest was simple—he put his various sales plans back of each classification. He sent each salesman a list of present customers, past customers and future customers.

The advertising department mapped out campaigns applicable to each classification and section of the country. Thus, if Kansas had a small number of red tacks, the problem in that State was to get new accounts and the campaign was shaped up accordingly.

One State showed an alarmingly large number of black tacks and upon investigation it was found this was due to a too diligent credit manager. This was corrected and steps were taken to reclaim these old accounts that had been lost by too harsh collection methods.

When we talk about developing new markets we do not mean simply writing letters and sending out advertising but the more important work of sizing up the country, or a section of the country and applying the proper sales plan to meet every individual need.

Some time ago one of our order clerks said to me, "Here is

another order from X & Company for screen paint. It's the fourth order in ten days and they have purchased over fifty gallons in the last two months." Here was something interesting because if the average dealer sells five gallons of screen paint in a year he is doing well.

We wrote this customer a letter asking him how he sold so much screen paint. His answer was to send us a bunch of "liner ads" clipped from newspapers, all advertising screen paint in an unusual way and at a slightly cut price. For instance we will say his regular price was 70 cents per quart—he advertised it "special today at 68 cents per quart." We immediately built up a story of this and put it in our sales portfolio. The result was an increase in screen paint sales—because our salesmen pointed out to their dealers the advantages of pushing screen paint at the cut price.

#### NEBRASKA IS CITED

In a little town in Nebraska there is a drug dealer who sells small farm tools and implements in a big way.

He handles only high-grade advertised products. How does he do it in the face of stiff competition? Well, the people whose goods he sells do it for him but apparently they don't know it. At regular intervals during the year he sends these manufacturers lists of farmers in his trading radius and they send these farmers literature. This drug dealer has been doing this for some years and every year he sells more goods.

If these manufacturers would analyze their accounts the success of this dealer would come to light and perhaps what is now an isolated case of increased distribution could be built up into a permanent, profitable market.

There is an abundance of "literature" being printed that tells about "our great advertising campaign," "our this and our that" and too little of real sales building ideas.

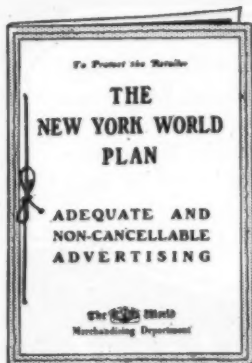
A salesman died who had turned in about the same amount of business each year and who had a



"FIRST IN PUBLIC SERVICE"



## The World to the Rescue!



### THE WORLD PLAN INTRODUCTION

A salesman on Broadway.

Up and down. Twice over. Not an order!

**HIS SELLING ARGUMENT:**  
"A good product. The best. A proven seller—in other (similiar) markets."

**THE RESISTANCE:** "No demand. Competing products slow sellers."

**A FRESH START.** Advertising contract placed. Adequate. Non-cancellable.

Up Broadway again.

**SEVENTEEN CALLS** in three hours' time. Seven out. Seven sales.

**A TESTIMONIAL.** "We were trying to sell an unknown product. You showed us how to sell a known quantity—the power of The World and The Evening World to move merchandise off the dealers' shelves."

**ASK US** about THE WORLD'S exclusive Merchandising features. (1) "The World Plan Introduction" and (2) the "high spot" system of routing via "The New York World's Seventy-three Buying Centers of Greater New York"; also what a sales appropriation of \$500, and an advertising appropriation of \$7,250, of \$5,800, or of \$2,950, will do for you.

*The World and The Evening World have a combined circulation, daily, of 650,000 for \$1.20 per page line gross, subject to contract discounts. They carry more dry goods advertising; are read by more jobber, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.*

*Advertise in Newspapers by the Year*

**THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT**

Mallers Bldg., Chicago    Pulitzer Bldg., New York    Ford Bldg., Detroit

# A.B.C. REPORT

## 17,154

Advertisers and advertising agencies are receiving copies of the first report of South Bend News-Times circulation, as announced by the A. B. C. The claims of preference which the News-Times have made for months are now backed by unimpeachable figures.

**Guaranteed**  
**19,313** *DAILY*  
*SUNDAY*

Since that first audit, the News-Times circulation has been growing at the rate of 500 a month. Our published circulation as of May 30th is 19,353 daily and Sunday in a trading area which is producing sales.

## SOUTH BEND NEWS-TIMES

*Daily*

*Sunday*

Member A. B. C.

J. M. STEPHENSON, *Publisher* W. R. ARMSTRONG, *Advertising Mgr.*

*Foreign Representatives*

CONE, HUNTON & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

dealer in almost every town on his territory. A new man was put on and at the end of the first six months he showed a 25 per cent increase in sales over the previous salesman in the same period of time, simply by selling the old trade new lines. The old salesman had been content to go along and sell about the same volume each year but the new man was looking at it from another angle—card-record systems on which every purchase is recorded. This card is usually ruled across into spaces in which the name of the goods or lines is printed and up and down with the name of the distribution.

Some companies have put in month in each space. Thus a card is good for years. Then when a sale is made on a certain line a check mark is put in the space for that line and the month in which it is sold. The total amount of the order is put in the "total" column.

Here is an easy way to determine what the trade is buying.

#### HELPS ADVERTISING DEPARTMENT

The advertising department can use this record to determine how much publicity to give a certain product and can, in conjunction with the sales promotion manager, map out plans to increase the business on certain lines by means of a national publicity campaign backed up by a well mapped out tie-up campaign by mail.

Such a card record will show the sales manager which of his salesmen are developing their accounts and the salesmen who are just "taking what they can get." At the beginning of the new year this card record can be transferred to a summary sheet which is typed in duplicate and one copy sent to the branch manager and the other copy to the salesman with suggestions for the use of the record.

A new salesman is usually more in need of information on what the trade in his territory is buying than information on prospective trade and a record of this kind is very helpful to him.

One of the problems confront-

ing us is to reduce sales costs, and the only way to do it is to give the salesmen enough to sell to make their visits to every town profitable. That's why the jobber functions—his salesmen can literally sell something to every dealer.

A certain salesman kept hammering at the home office for more lines and suggested several. However, the management wanted to stick to one line and not branch out. In time the sales cost pressure got so strong that it simply had to branch out. Here is where the sales promotion manager got into action. He found several products which, while they were not directly allied to the regular line, were sold to the same trade and because of their simplicity, did not require a highly specialized sales talk.

After considerable discussion it was determined to give one line a try-out in certain territory. At first, arrangements were made with a manufacturer of this line to take it on, on a commission basis. The results were so good that the line was extended to the entire sales force—a plant purchased to manufacture the materials and in time this line became a very profitable one to handle. Of course, this is not a common case, but when one is faced with high selling costs, there are only two things to do—cut the costs by slashing expenses, or cut the costs by adding more sales.

Then we have new styles, shades, etc.—which salesmen are always asking for. Many thousands of dollars are wasted each year by concerns that add shades and sizes to lines because one or two men want them. In most cases the salesman who asks for certain new shades and sizes does so because one or two customers ask him for these shades and sizes not listed (perhaps in some cases to get rid of him).

These things should be considered carefully in various ways before final action is taken.

I remember a salesman who cried loud and long for a certain size not listed and stated that he could sell thousands of dollars'

worth of this size if he had it. The case was peculiar because no other men asked for this size and to satisfy ourselves that we were not passing up something profitable we sent a letter to every dealer on this man's territory stating that we were contemplating this size and asking, in a nice way, for an estimate of the sales each dealer could make on this line if we added it. More than 50 per cent of the dealers answered and only two stated they needed this size.

#### STUDY OF SALES METHODS

Why is it that two men working in adjacent territories are so radically different in securing results? One salesman can land numerous accounts each year but the other man says he must spend so much time with his present accounts that he cannot find time to go after business.

It's all a case of methods. Salesman number one works from a plan—salesman number two does not.

The first salesman routes himself every Saturday for the next week and notifies his trade that he will be there on a certain date. He gets the most out of the sales promotion department through having well written letters sent to his trade before his call—outlining new sales plans and products. This saves his time because it disposes of the preliminaries incidental to working up to the "meat in the cocoanut" of the new proposition. This salesman has a regular outfit prepared for sales work. He knows where everything is that is needed to put over a sale—no fumbling around in his personal grip to find his "ammunition."

It's the sales promotion manager's job to see that every man is properly equipped to sell—to see that he has all the "plans of battle" in the line of sales statistics pertaining to the territory as well as a proper outfit to sell from. It's hard to figure how a firm will give a new man a salary and an expense account and then only a price list and an order book and expect him to earn his money.

The sales promotion manager could spend three months on this problem alone—study the methods of successful men and try to adapt these methods to the entire organization.

"Competition is the life of trade" applies to the sales organization itself as well as to the dealer.

Sales contests between branches, salesmen, etc., usually are successful—if they are worked out properly. The men like competitions if they are a fair test of their ability.

A sales promotion manager I know has one or more contests on all the time—they are mostly sixty- or ninety-day affairs designed to increase the business on certain lines. This man says he believes in short campaigns because the men don't go stale on them and usually the momentum gained by the campaign lasts a long time after it is over.

After all "will it pay" is the one thing before the business man. A sales plan may look wonderful, but keep in close touch with it! Sales plans have a habit of costing more than figured on, if not watched carefully. Make the work show results—check up on every operation and expenditure.

Of course, a sales promotion department will have other duties, such as getting out sales letters, booklets, catalogues, etc.—and that's what most sales promotion departments do all the time.

Study the market and you will probably find many places where you can do the unusual—then work out your plan and go to it. If you do that, in nine times out of ten you will be successful in your undertaking.

#### Joins Hugh C. MacLean Publications

M. J. Hutchinson has resigned as manager of the Canadian National Newspaper and Periodicals Association, to become director of advertising for the Hugh C. MacLean Publications, Toronto. He was formerly business manager of the *Edmonton Bulletin* and was with the Acton Publishing Company, for which company he established *Ready-to-Wear*.

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# ADVERTISING

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## *The Mark of Distinction*

ONE of the characteristics of a successfully advertised product is individuality—easy identification in a crowd of competitors.

FREQUENTLY such distinction is not found of its use, as expressed in the advertising.

among the important features mentioned in a general description. They may be accessory to it—as in the package; or in some method of supplying it to the public; or even in nothing more than a new viewpoint. It is a function of the advertising agency to discover or create such features as give distinction to an article; and to devise means for their effective presentation through national advertising.

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

# MOSS-CHASE



# Lack of Stable Prices Keeps Industry on the Defensive

National Advertising by Manufacturers the Best Help for the Retailer

By C. C. Conway

Of The Hallet & Davis Piano Company

MARSHAL FOCH uttered a very wonderful sentence when he said: "Learn to think; in the presence of every question considered independently and by itself, ask yourself first 'What is the objective?'"

I said to the National Piano Manufacturers yesterday:

"We as manufacturers, with one or two notable exceptions, are basically wrong in three particulars:

"First: We do not make our resale prices.

"Second: We do not go through to the public to tell them ourselves what our products are and what prices we, as manufacturers of them, think are right and fair.

"Third: There is not a proper relation between wholesale and retail prices of the various grades of instruments.

"Last August I took an extended business trip, and in the case of the product of one manufacturer I found this appalling situation: In one city a player piano was advertised at \$650, and in another city at \$290. And in the store of one merchant the mahoganies and walnuts were sold at \$435 and the fumed oak, to meet competition, mind you, was sold at \$290!

"Can anyone contemplate the catastrophe which would have occurred in our deflation period in the automobile field if retail prices were without control from the manufacturers? Can anyone imagine buying a Ford cheaper in Brooklyn than in Jersey or higher in Chicago than in Milwaukee? Can anyone imagine Ford's business growing to its enormous size without the manufacturer's control and sales plan governing?

"No concern can ever get to be

tremendously big, no industry nationally predominant without simplicity, openness, integrity.

"I am convinced that the time is here, the necessity imperative, the better type of merchants anxious and ready to co-operate with us in putting our industry before the public in the same big way as automobiles, standard phonographs, safety razors, and what-not, are merchandised—with a resale price fair to the public, a wholesale price fair to the dealer, leaving profit enough to the manufacturer so that with a big budget he can make an appeal which is convincing and upbuilding.

"About twenty years ago, one of the leading officials of the Victor Talking Machine Company said to me: "The Victor company has done just the opposite from you piano manufacturers. We have fixed a fair price to the public, a proper margin for the merchant and jobber, and have seen to it that we had enough left to properly present our product to the public."

What has this to do with stronger retail salesmanship? Just this: On such a foundation you can build firmly. And just this: You are in the first line trenches, but back of you is the base of supply.

Don't forget that salability, as proved by the manufacturers' nation-wide appeal, is the best basic cost you can pay for. Don't forget that one hundred million people haven't time to investigate the truth or untruth of your individual statements—they want to know openly and simply and nationally, the value placed by the manufacturer on his product. Don't forget that you can be a stronger salesman if you are not on the defensive as to price and quality.

(Continued on page 129)

Address before the National Association of Music Merchants, New York, June 7.

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# **THE ERICKSON COMPANY**

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work, watch  
the advertising of the following products:*

BON AMI

CONGOLEUM RUGS

VALSPAR VARNISH

INTERWOVEN SOCKS

GRINNELL SPRINKLERS

WELLSWORTH GLASSES

McCUTCHEON LINENS

BARRETT EVERLASTIC ROOFINGS

PETER SCHUYLER CIGARS

TERRA COTTA

TARVIA

IMPORTERS & TRADERS NATIONAL BANK

WALLACE SILVER

CARBOSOTA

NEW-SKIN

BERNHARD ULMANN CO.

(ART NEEDLEWORK PRODUCTS)

CONVERSE RUBBER SHOE COMPANY

BARRETT SPECIFICATION ROOFS

*What we've done for others we can do for you.*



## *Scope*



**E**ditorial scope and reader appeal are important factors in determining a publication's fitness to carry certain types of advertising.

The following titles of articles which have appeared in recent issues of **TEXTILE WORLD** are selected to show the diversity of technical subjects in which the readers of this publication are interested.

How Heat Losses May Be Reduced  
Finding Belt Tension  
Driving Pulley For Hydro-Extractor  
Bearings For Washers And Squeezers  
Preventing The Spread Of Fires




# Textile



Steam Saving With Soot Blowers  
Improved Drives For Silk Spinning Frames  
Identification Of Mill Piping  
Development Of Mexican Fuel Oil Industry  
Mill Construction Costs  
Lighting Of Knitting Mills  
Photography In Textile Research  
Unemployment Insurance  
Boiler Feed Water Treatment  
Reducing Coal Handling Costs  
Painting Mill Interiors  
Ventilation In Spinning Rooms  
Corrosion In Iron And Steel Pipe  
Machine Tools In Repair Shops -  
Laying Out A Repair Department  
Electrical Installation In a Textile Mill  
Typical Mill Conveyor System

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BRAGDON, LORD & NAGLE CO.  
334 Fourth Avenue - - New York



World



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## ***"Civilized man cannot live without cooks"***

But the problem of getting the cooking done he leaves for the woman to solve.

Now there are over 600,000 Priscillas\* who are vitally interested in keeping their families well fed — and in having some time to enjoy those families. For them

***Harry Everett Barnard***

Director of the American Institute of Baking — a member of our Advisory Council for 1922 — has written a splendidly helpful article on the value of commercially prepared foods in supplementing the product of the home kitchen.

The woman who buys Modern Priscilla because it gives her this practical assistance in homemaking is a pretty substantial citizen — a large buyer of food products and household utilities.

And you can reach over 600,000 such women through every issue of this "trade paper of the home".

## ***MODERN PRISCILLA***

New York

BOSTON

Chicago

**\*PRISCILLA** (fem. noun),  
one who delights in her  
home; good housekeeper.





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So,

Why should the burden of these things be put on the salesmen? Why shouldn't the one who made the article, who knows its cost and worth, do that? The answer is—he should and does in every great industry.

We've come a long way in merchandising music, and it points now to a glorious future—a long way since I was a youngster selling in a town in Illinois where the proprietor of a store had just bought a new rug for his store, of which he was very proud. It rained the day he put it down, and Illinois mud on the boots of Illinois customers spotted the rug and vexed the owner. In his ire he said to us: "The next customer that gets mud on that rug I'll soak \$25 extra for the piano." And he did that very thing.

A long way from that to the beautiful presentation of the Reproducing Grand Piano, which Mr. Fitzgerald of Los Angeles has developed.

The old barter presentation rings "Smart Alecky." The new presentation, The Fitzgerald Way, rings true because *it is true*. And that way only lies the road to Stronger Salesmanship. I have never had the Fitzgerald treatment applied to me, but I am afraid I'd buy and pay the retail price if I did.

Here's the picture as it has been given to me: In a beautiful room, devoid of telephones, desks, street noises, radiating quietness and repose, the customer finds himself. The subdued tone of the room is heightened by some lovely paintings beautifully lighted. The Reproducing Grand is there with a roll already installed and electric connections arranged so that from the same couch upon which the salesman and customer are sitting and conversing the instrument can be started and stopped. Then the conversation is about anything of mutual interest, gradually leading up to the *painting*—mind you, don't miss that, not the piano, but the painting, its "lights and shadows"—and then the question: "Did you ever realize, Mr. So and So, that with music it is just the

same, it has its lights and shadows—for instance, hear this." And then without moving, but simply by pressing the button in his hand, the Reproducer speaks, and the anticipated message of shading, phrasing, etc., reveals itself.

How can you imagine anyone going next door into a noisy warehouse with an energetic salesman pawing over a dozen rolls to try and find a favorite, the customer meanwhile thinking he is looking for a trick roll, the salesman generally never finding what he wants and with just a little air of disappointment playing something else—the usual presentation.

The opportunity is here for a clean presentation. Those leading in this development are leading along right lines. We manufacturers want to try and make you merchants feel our interests, your interests and the public interests can best be met by co-operation and mutual help, not by any one group grinding *all the profit out*. Give the manufacturers willingly a decent profit, if they just as willingly pass it on toward increasing the demand, respect and enjoyment of their products to the public—your customers.

The public is too busy to dicker on price. They want a *square* price and an *equal* price. It's hard to realize that simplicity is strength, a truthful statement, forceful, faith in one's product, convincing, but, despite occasional apparent examples to the contrary, it is on such foundations alone that salesmen, companies, industries, and nations reach their greatest heights.

### New Boston Agency

Cleveland A. Chandler has resigned as vice-president, in charge of the Boston branch of the Amsterdam Advertising Agency, New York, to form Cleveland A. Chandler & Company, Boston, Mass., advertising agency.

The accounts of D. Bradley Rich & Company, J. K. Alexander, dahlia grower; the Boston University Law School, William C. Codman & Son, C. F. Eaton & Company, George A. Eastman & Company, James A. Glass, the Intervale House, Fabian House, Crawford House, Wilsey Savings Bank, and Hiram Ricker & Sons are among those the new concern will handle.

# "They Write Me Only When They Want an Order!"

Just as Well to Dovetail in a Few Extra Letters That Do Not Plead for Business

By a Manufacturer's Purchasing Agent

TO introduce myself, let me say first of all that my company makes farm machinery. Salesmen for the materials that go into our product call on me and write letters between times. Their home offices write also, to help maintain contact between salesmen's calls.

Recently a letter came to me that is representative of a small percentage of those that I get. But even though this kind of letter is few and far between, it is important to point a warning regarding it.

This correspondent and this piece of correspondence constitute a reminder of one of the weaknesses of the American business letter system. The man is shrewdly interesting in everything he says and there is character to every word he puts on paper, but I have never known him to write until he wanted an order.

Now I believe in sticking to business. I am no sentimentalist when I reach my desk, but there is a human side to this matter of letter-writing that is not to be overlooked.

I was taught this lesson some years ago, when, as sales manager of a house, I attended to a great deal of the correspondence. And I have kept in my memory the letter from one of my prospects, who gave me the dig I most needed. It ran something like this:

"Another of your cordial letters, the first in three months, by the way. That's a good system you have of keeping tabs on your last sales to us and writing when you think we are in line for something more. But, frankly, it is a system that lacks heart. I seem to have the impression that the only time you think of us is when you want to make a sale."

That was the opening paragraph. I saw the justice of it at once. And

the man was right. The only time I wrote to him was when I wanted an order. The remainder of the time he was absolutely neglected. The only excuse I could ever find, in those days, to write a letter, was to get business—a tangible order. Now I see that correspondence of a diplomatic order is essential, leading up to the actual order. You must keep your customer thinking about you all the while. It's during those lapses of a month or so that the rival firm makes its presence felt.

Letters are friend-makers. They reach out, across the miles, at frequent intervals—or should—and shake hands with your old customer. They keep the flame burning.

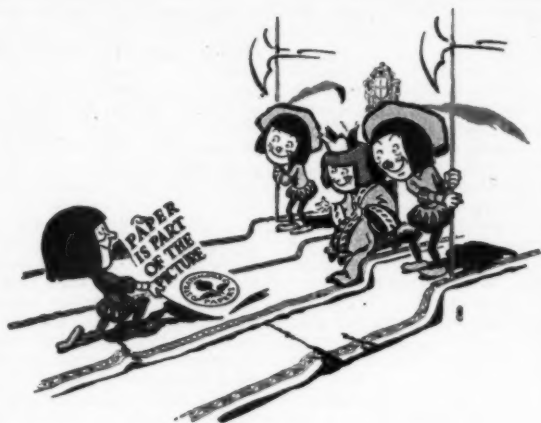
## ARTIFICIAL FRIENDLINESS FAILS TO REGISTER

This letter before me is skilfully composed, it is friendly, it is two pages of psychology, and the writer has not forgotten incidents for years back, all of which are sprinkled through at just the nice moment. But I have the feeling that it is a manufactured friendliness. Its enthusiasm does not ring true. The man is exerting himself merely to get an order. I am not thought of at any other season of the year.

In our shop here, we operate along entirely different lines. We consider that the letters all of us write "out of business hours," as it were, are fully as important as the ones that solicit orders. One may close the orders but the others, scattered through, not only make the order possible—they keep the customer sold during periods when a competitor might come sniffing around that territory.

You might say, "Yes, but why bother a man when there is nothing





## F.G. Cooper says it with -- Strathmore Baypath Cover

**f&c** makes paper talk right out loud in the newest Strathmore demonstration that Paper is Part of the Picture.

A series of Cooper pictures in color combinations based on the Strathmore Grammar of Color are shown on gray *Strathmore Baypath* Cover.

Write for the Cooper Strathmore Folder. STRATHMORE PAPER CO., MITTINEAGUE, MASS., U. S. A.

## STRATHMORE

### *Expressive Papers*



Exhibitors  
Boston Graphic Art Exposition  
August 28 to September 2

specific to write about? He is busy, you are busy. It's waste effort and unnecessary work. A good business man wants to receive business letters only when there is business to conduct."

To all of which I would reply, Talk business in the between-time letters, but relatively. Here is what I consider a wise example of this. It comes from a man who sells me many thousands of dollars' worth of raw material. Once a week, at least, I receive some such bit of correspondence. I like it. I have never met the man personally, but I feel that I have known him all my life. I welcome his letters. Here is one just received—and mind you, we will not be in a position to give him a dollar's worth of business for at least four months to come:

"I am reminded of the fact that your Type CC Catalogue, on the spreaders will probably be off the press some time this week, if your previous plans hold good. Would very much appreciate a copy or two of this book. If you could spare six, I feel that by turning them over to our men, we might do you a good turn occasionally. Our part in the manufacture of the mechanism is out of sight, doubtless out of the mind of the consumer, but we are nevertheless deeply interested in your latest models. Would you care to mark on one of the books the exclusively new features that are characteristic of Type CC? I don't think I know them myself."

This is all he says. The catalogue does come from the press later in the week and I will send a dozen of the books. It pleases me to have him think of it and to express an interest in our literature. I have the additional feeling that his own salesmen might be able to say a good word for us.

No business in that letter. I am not solicited out of season. Nevertheless it will hold the tracks clear for that man's firm when we do need something in his line.

It is not difficult to find reasons, a little outside of straight business solicitation, for these between-time letters. Listen to this—from the

same man, and written a week or so ago:

"Has word reached you as yet of the very important tractor and farm implement show that is to be given the latter part of July, in—? Enclosed, a clipping from a daily paper that outlines the entire proposition. It is barely possible that you have already heard of the exposition and intend to have one of your local men there to give demonstrations. If so, just forget this letter."

A mere note, occupying a few typewritten lines, but I am very appreciative. I have the time and the inclination to read them, regardless of how many there are. And, all the while, I am saying to myself, "Well now, that was nice of them to remember us and to send the clipping."

It is not until a correspondent turns his mind to this particular phase of business-letter writing, that he realizes the vast number of possible themes. To my way of thinking, it is just as bad to bother a prospect with nagging requests for business, out of season, as not to write him at all for several months. You can talk business with a man only when he is ready to talk it.

#### REAL THINGS TO DWELL ON

Several of the progressive members of our house, who do a great deal of letter writing, make a point of having papers sent to them from many sections of the country. And, while looking over these papers—magazines as well—they keep in mind their various customers and prospects. If they run across an item, a story, a picture, an incident, that might be of interest to men with whom they correspond, they clip it and build a letter on such data.

The trouble with most business correspondents seems to be that they think every letter they write must be a sledge-hammer blow for more business, always more business. Perhaps it is the fault of the sales manager who is apt to say, "Make every letter bring an order." This can't be done.

(Continued on page 137)

# Saying It With Facts

**FRANKLIN SIMON**

Franklin Simon & Co., New York City

"I always enjoy **TOWN & COUNTRY** and our continued use of the advertising pages shows what we think of it as an advertising medium. I have always taken pleasure in supporting **TOWN & COUNTRY** because of the things it stood for—its high standards, its devotion to the finer phases of life."

**CHARLES W. HOYT**

Pres. Hoyt's Service, Inc., New York City

"Beyond doubt, you are to be congratulated on the appearance of **TOWN & COUNTRY**. I have looked over with considerable interest the issues of January 1st and 15th. I note with much interest that the readers pay \$7.50 a year for it and then I see that you have come to the fifth place among all American publications in actual volume of advertising published. This makes me stop and think."

**J. G. ESTEY**

Pres. Estey Organ Co., Brattleboro, Vermont

"I always take pleasure in looking at **TOWN & COUNTRY**. There is no question, that in quality of appearance, there is nothing that tops your magazine."

During 1921—an off year—19 automobile concerns used of our space 45,616 agate lines

# Town & Country

8 WEST 40TH STREET • NEW YORK

CHICAGO: Wrigley Building  
BOSTON: 127 Federal Street

LONDON: 20 Maddox Street  
PARIS: 60 Rue Caumartin

# Your Sales Conference with 15

## ***How much do your salesmen's calls cost?***

Lowe Brothers Company, knowing that its salesmen themselves were unaware of the wastes they were causing in their own territories, devised a plan which showed each salesman graphically how to cut down the cost per call, reduce traveling expenses and increase sales. H. M. McCutcheon, General Sales Manager of the company, explained this plan to Roland Cole, who passes it on to you in the June issue of *Printers' Ink Monthly*.

## ***Advertising carries the sales load of Packer's Tar Soap***

The story of the Packer Manufacturing Company as told by E. A. Olds, president of the company, is the inspiring story of an advertising success. Here is a concern which has secured almost 100 per cent distribution among retail druggists with very little effort outside of its advertising. If you have ever doubted the enormous power of advertising read this article in the June issue of the *Monthly*.

## ***Correspondence Course trains experienced salesmen on the road***

A salesman's training never stops. The experienced salesman is often just as much in need of training as the cub. Recognizing this fact, the Tide Water Oil Company has originated a "Sales Manual by Mail," which is successfully educating even its most experienced veterans in the fundamental policies of selling the company's products. This plan is explained and interpreted by C. B. Larrabee in the June *Monthly*.

## ***Information the banker wants about your business***

If the modern banker is to help the modern manufacturer he must know a great deal about the manufacturer's business. H. C. Robinson, Senior Vice-President of the Guardian Savings and Trust Company of Cleveland, tells you in the June *Monthly* just what the banker wants to know and how he can apply his knowledge to build sales for you.

# with 15 Successful Executives

## Advertising to salesmen's wives

"If the salesman is failing, don't fire him; see if his family is responsible," says John Allen Murphy, and he goes on to show how the wife is one of the biggest factors in the success and failure of many a salesman. He concludes by telling you how certain sales managers are winning the co-operation of the salesmen's wives in a way that brings profit to the company, to the salesman and to his wife.

## Selling the \$800,000 Prospect

The basic principles of selling are nowhere more finely exemplified than in the selling of insurance. Danforth M. Baker, Vice-President of the Pacific Mutual Life Insurance Company, believes that there are a few simple ideas back of every successful salesman. What these ideas are he tells in an interesting and helpful article.

## How Armour Gets Exclusive Use of 25,000 Retail Windows.

When You Use Your Package in Your Advertising.  
Creating a Demand for Dealer Help.

Is Your Advertising Contagious?

Fighting the Saturation Specter.

*These and a dozen other significant articles are in Printers' Ink Monthly for June—your seat at the executive's conference table. They tell the successful plans that are big factors in building sales for other companies. Advertising and sales executives who believe that new ideas are essential to business growth are readers of Printers' Ink Monthly, which explains why advertisers are finding the Monthly so successful a medium for selling their products and their services. Forms for July close June 15.*

## PRINTERS' INK MONTHLY

25 cents a copy

\$2.00 a year

185 Madison Avenue

New York

**The Monitor Stove Company**  
 THE CALORIC PIPELESS FURNACE  
 COMMERCIAL DIVISION  
 June 28th, 1921

Chicago Paper Co.,  
 810 S. Wells St.,  
 Chicago, Ill. U.S.A.

Sir:-

The last folder about which you asked in your letter of June 27th was used and has been returned to us in good condition considering the distance it was traveled and the handling it has undergone in the long journey.

The folder was sent to Cairo, Egypt on March 10th, 1921 and was returned to us on May 15th preserving a little over one month in sailing. We were very glad to hear from you.

In our estimation the folder stood up very well under the test which indicates that Foldwell coated paper will stand a rough trial. We are all in the production of other folders advertising booklets and folders and have always found it satisfactory.

Yours very truly,  
 F. C. Flottman  
 Printing Division  
 ADVERTISING DEPARTMENT

To the Streets of Cairo  
 and Home again

*Cairo, Egypt*

THE FOLDWELL folder shown above, was sent to Cairo, Egypt by the makers of the Caloric Pipeless Furnace. It stood this hard, double trip beautifully—coming back in splendid condition. Read Mr. Flottman's interesting letter.

THE FOLDER pictured above was sent to Egypt on a trial trip during the famous Foldwell Travel Test. After being subjected to the ravages of the mails for two months it was returned to the sender so fresh and smart in appearance that it elicited the above testimonial.

Foldwell Coated Paper never fails—even under severe tests. You can have absolute confidence in its ability to carry all your printed pieces to their destinations in perfect condition.

CHICAGO PAPER CO., Manufacturers  
 Desk 6, 810 South Wells Street, Chicago

Distributors  
 in all  
 Principal Cities

**Foldwell**

Coated Book  
 Coated Cover  
 Coated Writing

The correspondence that leads up to the order is vital in itself. I have known, in my own experience here, of cases where constantly repeated requests for business, have so antagonized a man that he stopped the whole thing off short by asking that correspondence cease.

We have figured it out that no firm or person with whom we do business should be neglected, in the matter of letters, for much longer than two weeks on a stretch.

Many of the names on our complete list are not steady, month-by-month buyers. They have their regular seasons when such matters are attended to. But we do not, through twelve months of the year, write them letters that ask for orders.

We keep direct solicitation out of a goodly number of the letters. Some of those written are extremely brief, just a line or two, perhaps, but always filled with the meat of a good idea.

Our men keep track of business anniversaries and always write letters of congratulation at that time. When new persons enter an organization we do the same thing. Trivialities, on the other hand, are not tolerated—or, the writing of a letter just for the sake of keeping a communication on the other fellow's desk. I am very sure, from observation, that this is enough to drive a good customer off your books.

Keep a steady stream of letters going to your list, but have them tactful, diplomatic letters, never under any circumstances attempting to urge sales when the hour is not apropos and never, above all else, write trivialities. Say something. It must be a narrow and a dull business indeed, that does not permit of sensing outside themes which will prove to the other man you are taking an interest in his business as well as your own and your sales chart.

### New York "Journal of Commerce" Appointment

The New York *Journal of Commerce* has appointed Stevens & Baumann, Inc., Chicago, as its Western representatives.

### Death of Desmond Dunne

Desmond Dunne, one of the early figures in department store and street car card advertising and in the advertising agency field, died in Brooklyn, N. Y., on June 4.

About forty-five years ago Mr. Dunne joined the Brooklyn *Eagle*. Soon after he came to the *Eagle* he was made assistant to the advertising manager, George W. Reed, whom he later succeeded.

While advertising manager of that newspaper, Abraham Abraham made him a flattering offer to join the advertising staff of Wechsler & Abraham, now Abraham & Straus, Brooklyn department store. There he served under and later succeeded Peter H. McNulty.

While working in this department store he took over the advertising privileges of the Kings County Elevated Road, and later secured the contract for all of the elevated and surface lines in Brooklyn. This enterprise grew so large that he decided to give all of his time to street car advertising and advertising agency work. He became head of the Brooklyn Advertising Company, an advertising agency, which had been incorporated in 1888. This agency was later moved to New York, where its name was changed to Desmond Dunne Co., Inc. Mr. Dunne continued as president of the agency.

In recent years Mr. Dunne divided his attention between advertising and real estate. He was rated among Brooklyn's millionaires.

### Six Point League Elects Officers

Ralph R. Mulligan has been elected president of the Six Point League, New York, an organization of newspaper representatives in the national advertising field.

Other officers chosen at the annual election last week were: vice-president, Joseph F. Finley, of Story, Brooks & Finley; treasurer, F. A. Kimball, of the John Budd Company; secretary, M. P. Linn, of the S. C. Beckwith Special Agency; executive committee, F. P. Alcorn, Gen. M. D. Bryant, Dan A. Carroll, M. D. Hunton, C. P. Knill, W. H. Lawrence, H. D. Reynolds, F. St. John Richards and M. C. Watson; representative to the Bureau of Advertising of the A. N. P. A., Gen. M. D. Bryant.

### Texas Advertising Convention This Week

The annual convention of the Associated Advertising Clubs of Texas will be held at Fort Worth on June 9. At the close of the afternoon session many of the delegates will board a special train for the Milwaukee convention of the A. A. C. of W.

Schworm-Mandel Services, New York and Chicago, has changed its firm name to The Advertising Checking Bureau, Inc.

# Advertising to Supply an Industry with Adequate Raw Material

Great Western Sugar Company Finds It Necessary to Begin Its Advertising at Producing End

By S. C. Lambert

**W**HY should a large beet sugar company, which does not see sufficient reason for advertising its finished product, use advertising to get its raw material? The answer to this question illustrates a unique advertising programme.

Milling companies advertise flour; they do not direct their publicity to the farmers for the purpose of getting more and better wheat. The packers advertise ham and bacon; they do not advertise the benefits of corn culture for the sake of getting more and better hogs. The canneries advertise the canned goods; they do not present to pea or tomato raisers the advantages of growing these crops. It has remained for a beet sugar company to reverse the usual order and instead of using advertising to sell its brand of sugar it advertises in order to aid farmers toward growing better and larger beet crops.

Of course there has been some advertising of this kind. During the war and the hectic period following it, it was necessary for many concerns to strive strenuously to get raw material. Some of these brought advertising to their assistance. When Uncle Sam's airplane ambitions were at their height, the Government advertised to Florida farmers to produce castor beans, the source of oil for airplane lubrication. A similar campaign was conducted in the Northwest to increase the production of flax. Advertising was used to prospect for chrome ore mines. The Lehigh Valley Railroad, confronted with a shortage of ties, advertised for them. Creameries have advertised to farmers for more butter fat production. It is true, nevertheless, that campaigns of this kind have

been few and far between. For this reason more than ordinary interest attaches to the recent advertising efforts of the Great Western Sugar Company of Denver.

When analyzed this company's advertising campaign is designed to accomplish the result desired of any regular publicity drive; namely, to assist in selling something. In this particular case the selling problem is not so much the manufactured sugar; it is to sell the beet crop to the farmers. This advertising campaign, now nearly two years old, is admittedly successful. Other beet sugar companies are adopting the same plan.

## PROPOSED PLANS FOR ADVERTISING

Though many excellent plans have been presented to the beet sugar manufacturers for the advertising of their product, these plans could not be immediately used because the sugar men saw the need for first insuring their source of supply of the raw beets. Spread before me as I write are several prospectuses outlining these plans. They mention the prejudice against beet sugar and how publicity could overcome it. The necessity of popularizing brands of beet sugar, of adopting packages smaller than the 100-lb. burlap bag in which it is customarily distributed, these plans and more are developed in the excellently projected campaigns. Individual beet sugar factories and the domestic industry as a whole are variously urged to launch separate or co-operative advertising campaigns.

But conditions did not seem to warrant the carrying out of any of these plans. The story of the beet sugar industry in the United States still remains untold for the



YOU can't help advertising some day. Competition will sweep you into it like a chip in a whirlpool

The non-advertised business lives only in your imagination

Get to it and get at it, but, beforehand get advice



**McCutcheon-Gerson  
Service**

ADVERTISING

64 West Randolph Street  
CHICAGO

# The Dial

## A LUXURY FOR THE MIND

Circulation confined solely to intelligent people of means and culture.

Culture is conducive to high standards of living. It refines the sensibilities, and develops a tendency towards the consumption of goods of the highest quality.

### NATIONAL ADVERTISERS

of quality goods will find in The Dial a select audience of cultured buyers.

#### DIRECT RETURNS FROM HOUSE ADS DURING 1921

Month	Replies
January .....	78
February .....	71
March .....	73
April .....	57
May .....	55
June .....	53
July .....	47
August .....	51
September .....	81
October .....	93
November .....	101
December .....	135
<b>TOTAL</b> .....	<b>895</b>
Average monthly returns .....	75
Average circulation per month .....	6,000
Returns per month per thousand circulation .....	12

Each of these returns was on a coupon clipped from The Dial and called for a minimum expenditure of five dollars.

The Dial's circulation is today 60% greater than in 1921—and it continues to increase with every issue.

### THE DIAL

152 West 13th St.

New York City

great mass of the American people. In a few localities pride in the sugar factories of the State or the city impels the retail grocer or the housekeeper to specify beet sugar. Brokers and jobbers in the trade know the various beet sugar companies and their products. But nationally these sugars are virtually unknown.

There is not a sufficient tonnage of raw beets produced in the United States to give the sugar companies an unrestricted twelve-months' supply in the large consuming centres. The advertising, admitting it would have been effective, would have created a greater demand than the domestic sugar manufacturers could have supplied. And when a woman who asked her grocer for an advertised beet sugar could not get it, and the grocer could not stock it continuously, the failure of distribution would have rendered the advertising worse than useless.

In other words, beet sugar companies have no great difficulty disposing of their entire annual output. They supply less than one-fourth of the sugar consumed in the United States. They sell to the trade at a fraction of a cent a pound (from one-fifth to one-tenth) below the competing imported sugar. This differential is due to reasons which are foreign to this article. This differential takes care of the sale of present production. The beet sugar companies are not certain that advertising would place their sugar on a par in the market with the imported product, because the domestic factories do not manufacture cubes, powdered, browns and softs and other specialty sugars required by the trade. The differential sells the beet sugar in the face of this trade shortcoming.

Obviously, then, the greater field for advertising in the beet sugar business was at the raw material end. That is why the Great Western Sugar Company decided to advertise to the growers.

The beet crop is rather more expensive to grow than cereal crops: more hand labor and more cash outlay is required, generally.

Therefore, the absence of profit in a beet crop is immediately reflected in a declining production. A farmer will only grow beets if he has at the end of his year's operations more net profit from beets plus his other regular crops than from a season's farming with the regular crops alone.

The advertising has several such problems to meet. With wheat, corn, oats, barley, hay and other major crops the buyer is a more or less impersonal "market." But with beets the farmer knows the individual or corporation that buys the raw material and grinds it into sugar in a nearby factory. In a close personal relation with the buyer, like this, the farmer is a hard bargainer. He wants all he can get for his beets, naturally, and the fluctuations in the sugar market do not assuage his suspicion that whatever the factory men offer him for the beet crop he feels that perhaps he could have forced them to pay more under threat of not growing beets. The factory men are up against the problem of setting a price on the raw material before the crop is planted, even eighteen months to two years before the sugar made from the crop may be sold.

#### A STABILIZER FOR THE GROWER'S ACREAGE

Talk about good-will publicity! The good-will of the beet farmer is the basis of the domestic sugar industry. The quantity of sugar that may be sold—and advertised—is subject to fluctuations of as high as 50 per cent from one season to another, if the factory loses the good-will of the beet growers. That is why the present advertising programme of the domestic beet sugar industry is pointed at the farmer and not at the ultimate consumer of the finished product.

Styles in farming are nearly as changeable as modes in women's clothes. The farmer may be impressed by high potato or bean prices or the prospects of high prices for wheat and hay. Unless beets offer the same favorable prospects he is prone to quit

beets for the other crops. The advertising must take this into account.

How are these and other problems of obtaining the necessary raw material met in the advertising copy? In this respect the advertising campaign does not differ from the approach to similar problems in selling any finished product. An analysis of beet growing disclosed the fundamental advantages of the crop: 1. The higher productivity of beet land planted to small grains in rotation. 2. A cash and immediate market for beets compared to fluctuating and uncertain markets for competing crops. 3. Cheap feed for livestock from the beet tops and the pulp and molasses by-products. The farmer can figure not only on a profit from his beet tonnage, but another possible profit from higher yields of cereals planted after beets and from feeding the by-products on the farm. 4. A higher degree of credit at the bank if he grows beets than if he does not. The banker knows that he can gen-

erally get his money promptly out of the beet crop, whereas with grain and potatoes left on the farmer's hands the bank may have to wait for repayment of short-time loans. The sugar factory must accept and pay for the beets when harvested in the fall, and the contract between the factory and the farmer fixes a definite cash price.

After these main points are repeatedly presented to the prospective beet grower there is still another great source of increased profit available to the farmer, which an analysis of the advertising problem brings to light. Once the beet crop is planted—in fact, even before the seed is drilled—the advertising can show the farmer how to increase his yield per acre. Some farmers obtain six tons per acre. Others obtain twenty tons or more. While soil, climate and other natural factors affect the yield, there are certain definite principles of good farming that are presented to the beet grower and which he is ready to admit affect his yield. To these

## Do You Know Why?

For years The Iron Age has enjoyed the patronage of more advertisers than any other business paper.

The names of these advertisers, many of them using The Iron Age exclusively, form an impressive list of leaders in industry. It would be difficult to conceive of a more shrewd or practical group of space-buyers.

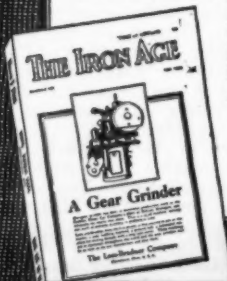
Their advertising preference seems focused on The Iron Age. Why? It must produce greater return per dollar invested.

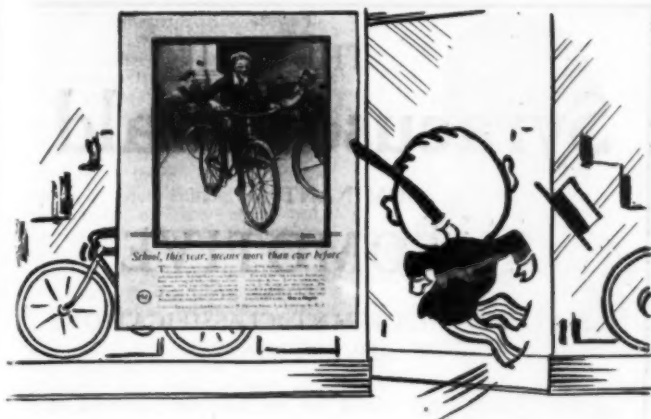
Extent of market—high class of subscribing plants—low cost per thousand of circulation—all these things will gladly be explained to you upon request.

### THE IRON AGE

*Established 1855*

239 W. 39th St. New York





## Hey! Stop!!

Place your advertisement at the point of sale! Put it where it stops the buyer with the money in his jeans and his hands in his pockets.

## "Giant Ads"

reach out of the dealer's window, arrest attention and bring to a focal point all the publicity with which you have bombarded the consumer. Window cards are good. Window trims are good, but the *best* selling punch is a giant reproduction of your current magazine or newspaper appeal where the goods are sold.

Also, "Giant Ads" are recognized by leading advertisers and agencies as the peak of the impression in merchandising your advertising to the dealer.

We make "Giant Ads" direct from your finished proof—in black and white or full color. We make short runs or long runs, on short notice and economically. We are second to none in our equipment for producing broadsides and other large sheets, and our promise to deliver is a sacred obligation. Write for samples of "Giant Ads" and our rate card of sizes and prices.

We also reproduce and print in original size, enlargement or reduction, Maps, Charts, Diagrams, Office and Factory Forms, Data Books, Code Books, Line Drawings, Photographs, Wash Drawings, Legal Exhibits—in short, anything printed, typewritten, or drawn. This is a specialty we have developed and no one has yet equaled our service or prices. Write for our booklet.

**NATIONAL PROCESS COMPANY, INC.**  
 117 East Twenty-fourth Street New York  
 Pittsburgh Office: 703 Century Bldg.; Phone Smithfield 1482

# THE Syracuse Herald

## DOMINANT IN AUTOMOTIVE

AS IN ALL IMPORTANT CLASSIFICATIONS  
OF ADVERTISING

THE SYRACUSE record for the first four months of  
1922 for AUTOMOTIVE advertising was as follows:

SYRACUSE HERALD.....	303,499 lines
Second Paper.....	247,667 lines
Third Paper.....	174,496 lines

THE HERALD, in total display advertising for the  
first four months, leads the second paper by 737,583 lines  
and the third paper by 888,223 lines.

THE SYRACUSE record of total display for the first  
four months of 1922 was as follows:

SYRACUSE HERALD.....	3,097,304 lines
Second Paper.....	2,359,721 lines
Third Paper.....	2,209,081 lines

CONCENTRATED CIRCULATION IS  
RESPONSIVE TO ADVERTISING

*Special Representatives*

**Prudden, King & Prudden, Inc.**

286 Fifth Ave.  
New York City

Globe Building  
Boston

Steger Building  
Chicago

principles the advertising seeks to attract the farmer's "attention, interest, desire and action" in the same fashion that the copy writer would follow if he tried to sell the farmer a cultivator.

#### NEWS ELEMENT IN THE COPY

Besides, there are various stages in beet culture, such as preparation of the seed bed, planting, blocking and thinning, cultivating, irrigation, and topping in which the farmers may be led by the advertising to practice the most profitable methods. Such advertisements are released a week in advance of the time for these steps in the farm work.

Because the copy is sent out regularly every Saturday to the rural weeklies in the best growing communities, the ads can be directed to meet any sudden emergency, such as a serious infestation of webworms, a drought or a heavy rainy spell.

Even in winter months the campaign has continued, with advertisements telling of the best methods of feeding the by-products, reviewing the past season's lessons, and leading into the spring's contract-making period when the farmer is given facts and figures concerning the sugar market and the details of the contract to be offered them for the coming season.

The pioneer campaign has been conducted in nearly a hundred newspapers in the best growing territories of northern Colorado, western Nebraska, the Big Horn Basin of Wyoming and the Yellowstone Valley in Montana.

The copy is generally scheduled for display, occupying a space seven inches double column, set two columns measure.

How about results from this advertising? Have the factories received more beets from it? The advertising campaign was launched in September, 1920, almost coincident with the beginning of the long decline in sugar prices. In the harvest season of that year the advertising aided in an economical delivery of the second largest crop in the company's history. In the following



## Quality • Quantity Character

**A**LL THREE are of importance to advertisers, but to Advertisers of High-Class Goods and Service *Quality* and *Character* of a medium are vastly more important than *Quantity* of Sale.

Very few *Quality* mediums have great *Quantity* sales but are none the less valuable for High-Class Advertising in their special fields.

But "PUNCH" has *All Three* attributes to an extent granted to no other British medium of its class:

**Quality, Quantity and Character** which happy combination of values accounts for the fact that its pages are always full of the most desirable advertising.

ROY V. SOMERVILLE  
Advertisement Manager "PUNCH"  
10 Bouverie Street, London  
E.C. 4, Eng.

## Michigan Facts:

MICHIGAN produces a million tons of sugar beets a year.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

**H. EDMUND SCHEERER**

National Advertising Representative

Marquette Bldg., Chicago

New York Office: 30 East 42nd Street

R. R. MULLIGAN

*in Baltimore*



*But -*

*in New Orleans*  
*it's the*  
**Item**

growing season, although the price paid for beets was reduced by nearly 50 per cent, the company obtained the largest tonnage of beets in its twenty years' history. The advertising alone did not accomplish this result, although it aided the farmers in obtaining an average yield rather above the ordinary. That is the principal immediate objective of the advertising because, with higher average yields, the tendency will be toward greater profits for the growers and hence more beet acreage. In the contracting season just closed the price paid for beets was still further reduced as a consequence of the low sugar price. A reduction of nearly 25 per cent in acreage and of beet tonnage sliced by the factories is in prospect. The reduction in acreage probably would have been greater had the publicity campaign been abandoned along with numerous other retrenchments.

Meantime, the beet sugar industry is cutting its "eye-teeth" on advertising. Unquestionably the day is drawing nearer when the finished product also will be advertised, when beet sugar will be presented to the public in small cartons, when varieties and specialties besides granulated will be made in beet sugar factories and when the problems of obtaining a requisite supply of raw material will give way to the task of marketing the manufactured sugar in a manner befitting a modern American industry.

### Denison, Texas, "Herald" Appoints Katz Agency

The Herald Publishing Company, Denison, Tex., publisher of the *Herald*, has appointed the E. Katz Special Advertising Agency as its special representative in the foreign field.

The farm equipment-hardware edition of *Commercial News*, Sioux Falls, S. D., is now issued as *American Farm Equipment* and will be confined to matters of interest to farm equipment, hardware and building material dealers.

Ethel Buckmaster has joined the merchandising and advertising service staff of the Reuben H. Donnelley Corporation, Chicago.



## New Editorial Service

### To Advertisers—

#### GENTLEMEN:

Upon purchasing the American Agriculturist one month ago, I laid plans immediately for a larger, more readable and more interesting farm paper, which will carry the story of what is best in American agriculture in a way which will enlarge the already generous response from its readers. My plans are going forward rapidly, and if you will turn the pages of the recent issues with me, you will notice many innovations and improvements.

In the American Agriculturist of May 27 you will find a personal letter to the publisher from former Secretary of Agriculture, David F. Houston. In that of June 3, you will observe the inauguration of my new policy for prominent feature stories. In this issue one of the features is an article, "Forest Service in Danger—The Inside Story," by Hon. Henry S. Graves, former chief of the United States Forest Service. Other features include an article, "Co-operative Marketing Forges Ahead," by Herschel Jones; "Lack of Interest Hurts Rural Schools," by H. E. Cook, ex-dean of the New York State School of Agriculture at Canton, N. Y.; Digest of Latest Releases Among the Farm Books, etc.

I have developed the following new departments: (1) Crops and markets in charge of Herschel H. Jones, New York City Director of the New York State Department of Farms and Markets. (2) A weekly investment department in charge of George T. Hughes, Financial Editor of the New York Globe. (3) A special Washington news service on farm affairs at the Nation's Capital. (4) A weekly series of articles on dressmaking, cooking and home improvement for the farm women.

I invite your co-operation.

Yours sincerely,

*Henry Morgenthau Jr.*

*Publisher.*

### 80TH ANNIVERSARY YEAR

Dominant Concentration in New York, Pennsylvania and New Jersey

**AMERICAN AGRICULTURIST, Inc., Publishers**

461 Fourth Avenue, New York

Chicago Office: 64 West Randolph St.

## Stonewall Linen Ledger

**PERMANENT!** Proof against the assaults of time is Stonewall Linen Ledger—a characterful paper with a meaningful name. Lasting quality and tensile strength is impressed along with the Owl watermark into every sheet. It stands the test of time and the wear of erasures. Made in buff, blue and white, in a variety of weights and sizes, ready for prompt shipment from the mill.

*Note the Tear and Wear as Well as the Test*

### DISTRIBUTORS:

Appleton, Wis.....	Woolz Brothers
Baltimore, Md.....	Barton, Duer & Koch Paper Co.
Birmingham, Ala.....	The Diem & Wing Paper Co.
Columbus, Ohio.....	The Diem & Wing Paper Co.
Chicago, Ill.....	The Blunden Lyon Co.
Cincinnati, O.....	The Diem & Wing Paper Co.
Cleveland, O.....	Cleveland Paper Mfg. Co.
Columbia, S. C.....	Epes-Fitzgerald Paper Co.
Houston, Texas.....	The Paper Supply Co.
Indianapolis, Ind.....	Century Paper Co.
Kansas City, Mo.....	Kansas City Paper House
Louisville, Ky.....	The Rowland Co.
Memphis, Tenn.....	Taylor Paper Co.
Milwaukee, Wis.....	Allman-Christiansen Paper Co.
New Orleans, La.....	The Diem & Wing Paper Co.
New York City.....	F. W. Anderson & Co.
New York City.....	Sutphin Paper Co.
Norfolk, Va.....	Old Dominion Paper Co.
Omaha, Neb.....	Field-Hamilton-Smith Paper Co.
Oklahoma City, Okla.....	Kansas City Paper House
Philadelphia, Pa.....	Molten Paper Co.
Richmond, Va.....	Epes-Fitzgerald Paper Co.
St. Louis, Mo.....	Acme Paper Co.
San Antonio, Tex.....	San Antonio Paper Co.
Springfield, Mo.....	Springfield Paper Co.
Spokane, Wash.....	Spokane Paper & Stationery Co.
Worcester, Mass.....	Charles A. Eady Paper Co.



# NEENAH

## PAPER COMPANY

*Neenah, Wisconsin*

Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER, PRESTIGE LEDGER

*Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes*

# Putting Hooks into the Advertising When the Line Is General

How Berkey & Gay's Merchandising Plan Brings Up New Adaptation of Family of Products Idea in Furniture Selling

By C. M. Harrison

TO remove guesswork from its advertising, the Berkey & Gay Furniture Co., of Grand Rapids, Mich., adopted the obvious expedient of making its advertising definite. And in so doing it learned that, with the proper value assured, there was no excuse at all for advertising being regarded as a chance or an experiment. Have something to sell, hook it up directly with a circulation and the thing is absolutely bound to pull in proportion to the size and quality of the circulation. But if there is nothing in the advertising for the circulation to catch hold of there naturally can be no direct pull.

The Berkey & Gay firm makes a general line of fine furniture covering the entire range of household needs. With such a widely varied line, its problem has been to give definiteness to its advertising. It was easy enough to fill space in consumer mediums with presentations about the high quality and sterling worth of the furniture. This was effective in an institutional way and had its effect in causing the trade-mark to be known for what it is.

It caused women to decide to buy Berkey & Gay furniture—next spring or whenever they might need it.

But what could the company do to produce immediate on-the-spot sales of its goods? How could it cause a woman to buy in January and February instead of waiting until April or May? What appeal could it make that would enable it to create a stated demand for furniture every month in the year—a demand that could promptly be met in a manufacturing way? In short, how could a long line of furniture be advertised so as to present a specific message and bring concrete sales results?

The company laid out the year's work on two patterns, of six months each. Each month some specific article or a combination of furniture was to be merchandised. And, with the selling plans thus made, manufacturing plans could be made accordingly.

For example, the special merchandising plan for last August had to do with a colonial chamber suite sold under the name of the "Alden." Instead of talking generally about the company's "fitness" in the matter of high-grade chamber furniture, the whole month's effort spoke of the Alden suite and nothing else.

## FURNITURE TAKEN OUT OF CLASS OF STAPLES

Advertisements in national mediums illustrated and briefly described the Alden suite and invited people to send for a brochure giving descriptions in detail. The retail dealers were provided with copy and electrotypes that they could use in newspaper advertising so as to identify their stores directly with the national effort. The brochure was supplied dealers to send out to their customers, with a special letter which talked directly of the Alden suite and concluded like this:

"We are also showing a number of other Berkey & Gay productions in dining-room, living-room, bedroom suites and odd pieces—all of unusual character and moderately priced. You will enjoy looking at them; we shall consider it a favor to let us show them to you. We hope you will find opportunity to visit us this week."

Thus the hitching up process is made plain. The woman is attracted by something specific—an Alden suite—and asks about it. She gets the information she is

## Speculation

You speculate every time you add a man to your personnel. There is less risk when you buy ability, experience and personality combined. Your speculation is likely to turn into a good investment. Advertising and merchandising executive—now employed and with this concern six years—possessing a background of over 14 years' successful work in the advertising field, seeks a new business association. Qualifications: A thorough knowledge of marketing methods, both through the jobber and direct to the dealer—a planner of national campaigns, familiar with every phase of advertising from designing the package for the product to retail selling—early experience as a seller of advertising and as reporter and copy editor of metropolitan newspapers—business training along the lines of real merchandising, something more than advertising in the sense of mere preparation of copy and selection of media. At present advertising manager of manufacturing concern. Private school and university education, married, American descent, Anglo-Saxon race. Certain limitations of present position make it advisable to seek a new business association and a broader field. This man wants the opportunity to sell you his services. Address "Merchandise," Box 82, Printers' Ink.

## Investment

### Exceptional Opportunity for Publisher's Representatives

Leading magazine in its field has unusual opening for an advertising salesman of proven ability in New York City. The man for this job will be around 30 years of age, of good education, have some experience in selling magazine or class publication space and be a real hustler. To this man is offered an opportunity limited only by his effort and ability. Address "L. P.," Box 84, care of Printers' Ink.

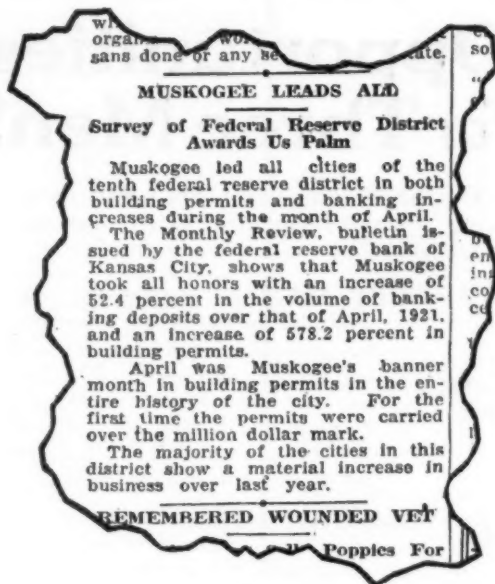
after and also much more about the line in general.

Each month a certain piece or combination of furniture was merchandised by the company on the plan just described. It performed a double duty of furnishing something for the demand to take hold on and producing a month by month demand for furniture as against the conventional season idea. Also, it enabled the company to concentrate on manufacture, knowing the demand would be sure to come.

The Berkey & Gay company unhesitatingly admits that the notable success of its campaign was brought about primarily because of the way it made business for the retailer. Its trade-mark or shop-mark which is inset on each of its productions is known to furniture retailers as a guarantee of quality—a reputation has been built up and increased through sixty years of effort. But now advertising has enabled the firm to make it possible for the retailer himself to cash in on the value of the trade-mark. It has brought to his store a degree of prestige that he did not have previously, even though he had handled Berkey & Gay furniture for a long time.

There is no guesswork about it. Retailers have reported that a large percentage of women were acquainted with the Berkey & Gay trade-mark and looked for it when examining furniture in the stores. A trade-mark, it seems, can be more than a mere ornament or a convenient method of identifying merchandising. This apparently is the point on which the Berkey & Gay company hammers away in its national advertising and in the direct-mail and newspaper co-operation it gives its dealers. The result has been that every business day people are going to retail furniture stores and asking to see certain Berkey & Gay items about which they have read in magazine or newspaper advertising.

The whole thing has worked out in what amounts practically to an application of the family of products idea—push hard on specific items as a nucleus for advertising the whole line.



*This Advertisement  
Paid for by the*

# MUSKOGEE DAILY PHOENIX

## Muskogee, Okla.

*John M. Branham Co., Special Representatives*

*Muskogee is the home of*

## The OKLAHOMA FREE STATE FAIR

*"The Show Window of the State"*

*The largest free fair in the world*

**October 2nd to 7th, 1922**

**This great event affords the most favorable opportunity for  
introduction of your products into Oklahoma.**

# Opportunities for Three Men!

We have immediate need for three men of the right kind to fill out our organization.

**COPY MAN** of "big league" caliber who, during his agency experience, has prepared successful copy for leading national advertisers. The man we want must have "arrived" and be capable of turning out a diversified line of copy quickly. He must sell himself strictly on his record.

**CONTACT MAN** with agency and advertising manager experience. Must know copy, media and be capable of conferring with big executives. Man with some railroad advertising experience preferred.

**PRODUCTION MAN** capable of handling all mechanical details. Must be thoroughly familiar with plates, printing and publications. Man with railroad advertising experience preferred.

To receive consideration your application *must* be made by letter giving age, education, experience in detail, and salary desired. Address replies to either office.

**H. E. Remington Advertising Company**

225 East Erie Street  
CHICAGO

2403 Grand Central Terminal  
NEW YORK

### Form New Representatives Firm in Chicago

Otto Bruns and William C. Webber have formed a partnership in Chicago to be known as Bruns & Webber, publishers' representatives. Mr. Bruns has been in the publishers' representative field for the last eight years, having most recently been with Macy & Klaner, Chicago. Mr. Webber has been with the Gundlach Advertising Agency, Chicago, for the last three years as space buyer and contact man.

### Loring G. Peede Establishes San Francisco Agency

Loring G. Peede, formerly associated with E. E. Vreeland, Advertising, Inc., of New York, has opened an advertising agency in San Francisco. Mr. Peede previously had charge of the foreign advertising of the Waltham Watch Company and of the Mercantile Bank of the Americas, and in the publishing field was connected with the *New York Sun* and the *Nautical Gazette*.

### Arthur E. Price Leaves Minne- apolis for Milwaukee

Arthur E. Price has resigned his position as manager of the advertising service department of the Jeffrey & McPherson Company, Minneapolis printers, to become sales manager of the Moebius Printing Company, Milwaukee. Previously Mr. Price had been engaged in newspaper work for several Michigan dailies.

### Creske-Everett Appoints H. D. Neach

Creske, Everett, Inc., New York advertising agency, has appointed Harry D. Neach as vice-president. Mr. Neach has been engaged in sales and advertising work for a number of years with the *New York Tribune*, the *Saturday Evening Post*, the Vacuum Oil Company and the Dorland Advertising Agency.

### Buffalo Co-operative Stove Co. with Walz-Weinstock

The Buffalo Co-operative Stove Co., Buffalo, manufacturer of Amherst Pipeless Furnaces and Isolator Refuse Consumers, has placed its account with Walz-Weinstock, Inc., an advertising agency of that city.

### Con Casser Joins Vogue Studios

Con Casser, formerly with Armour & Company and Sears Roebuck & Company, has resigned from the Elmer Richards Company, to join the Vogue Studios, Chicago, commercial and fashion illustrators.

W. L. Dudley, formerly with the *Radio Dealer*, has joined the advertising staff of the *American Radio Journal*.

## When Quality Counts—

THOSE who advertise  
in the Davenport,  
Iowa, Democrat and  
Leader get results.

Circulation figures mean  
nothing if you don't sell  
the goods.

If you want to reach the  
real BUYER of DAVEN-  
PORT, use the

## DAVENPORT DEMOCRAT & LEADER

Davenport, Iowa

Representatives:

THE CHAS. H. EDDY CO.,

New York

Boston

Chicago



**FONDA-  
HAUPT  
CO. INC.**  
*Advertising*  
**286 FIFTH AVE.  
NEW YORK**

*New England  
Representative*

**LEON P. DUTCH**  
99 Chauncy St.  
Boston

## The Atlanta Journal

Atlanta, Ga.

Atlanta bank clearings for May were eight million dollars more than for May, 1921.

**1,131,466**

lines of carefully sifted advertising were carried in The Journal during May.

Business is much better.

**Advertising in The  
Journal Sells the Goods**

## Co-operative Sales Prove Popular in Wisconsin

Wisconsin merchants have been co-operating in sales in fourteen cities this spring to bring their 1922 sales records to higher levels. Dealers who have participated in these have succeeded in drawing buyers from a wide radius through their advertising efforts and local Chamber of Commerce assistance. The practice of mailing newspapers containing advertisements to out-of-town farmers proved valuable in several cases. Farm products, style shows, children's programmes, and special motion picture shows and concerts by local bands were some of the features which proved effective. Among the Wisconsin cities which have held co-operative sales are Ashland, Beloit, Columbus, Delavan, Fond du Lac, Hillsboro, Janesville, La Crosse, Madison, Stevens Point, Superior and Watertown.

## Advertising the Related Product

The F. H. Bennett Biscuit Co., maker of Wheatworth Biscuit, has applied the idea of advertising related products in its recent copy. In the campaign of the Dairymen's League, told about in a previous issue of **PRINTERS' INK**, crackers and milk have been featured as proper luncheon foods for men of brains. Crackers seem to be as closely related to milk as the firecracker is to the Fourth of July. A reader of an advertisement designed to promote the use of crackers and milk as a mid-day meal, would naturally ask, "What kind of crackers go with the milk?" Wheatworth has used the idea of the related product by reprinting an advertisement of the Dairymen's League and running beneath it a talk about its own product. This copy runs in a large list of newspapers.

## New Account with Ralph W. Merrill Agency

The Lyon Metallic Manufacturing Company, Aurora, Ill., manufacturer of steel lockers, cabinets, bins, etc., has placed its advertising account with The Ralph W. Merrill Company, Chicago advertising agency. A campaign in trade papers has been planned. The Ralph W. Merrill Company is placing copy for James Heddons' Sons, Dowagiac, Mich., manufacturers of fishing tackle, in Chicago, Milwaukee, Minneapolis, Indianapolis, Detroit, and St. Paul newspapers.

## New Radio Account with Kirkgasser Agency

George J. Kirkgasser & Company, Chicago advertising agency, have secured the account of the Central Radio Laboratories, Milwaukee, manufacturers of radio apparatus. Radio and electrical publications will be used.





Prices  
are being  
scrutinized  
as never before  
—they must be right.

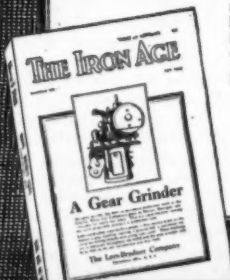
That very thing, we  
believe, is one reason why  
our volume of new work shows  
a steady and gratifying increase.

Day and Night Service. Phone FitzRoy 2926

P. J. PERRUSI • N. A. KWEIT

**ADVERTISING AGENCIES' SERVICE  
COMPANY • • • Typographers**  
209-219 WEST 38th STREET, NEW YORK CITY

**Gold  
From  
Sea-  
Water**



**I**T can be extracted but the cost is prohibitive. You can also get business from inactive markets but the returns do not justify the expense and effort. The highest returns per advertising dollar are secured by cultivating active fields.

Among the leaders in industrial activity is the iron and steel industry. Operations are now at 70 per cent of capacity.

More iron and steel means more automobiles, more machinery, more railroad cars and locomotives, more farm implements. These and hundreds of other metal products are made by Iron Age subscribers.

Take advantage of the expanding buying power of this field.

**THE IRON AGE**

*Established 1855*

239 W. 39th St., New York



# Toledo Scale Co. Sells Its Product by Auditing the Merchant's Scales

How Interest Is Centred on Product for Which a Sale Is Desired

By Harry L. King

IN reply to your letter with reference to the results I have obtained with the audit forms, I wish to state that, in my opinion, it is the easiest access to approach that I have ever tried and has also resulted in more sales for me than any other method I have ever used.

I enter the store and inquire for the proprietor or manager and inform him that I am representing the Toledo Scale Company and that we are testing scales to full capacity by pounds and ounces, free of charge, regardless of the make of scale, and with test weights that are absolutely accurate, as we will test them with a Government Master Test weight before we start the audit. I then show him the audit form and explain it to him, how each pound is recorded, over or under, and tell him that many merchants are under the impression that if their scales cut the line on zero that they are correct throughout the thirty pounds, but that I have found through testing scales every day, that a scale may be O. K. to four or five pounds, then go off two or more ounces and sometimes even more; and that the only way to detect these errors is to test a scale with an accurate test weight. I then explain to him that I would like him personally to watch how I make this audit and see how thoroughly it is conducted. It is in very few instances that the merchant refuses, as he realizes that it costs him nothing and that it is of vital importance to him to know how he is weighing out his merchandise.

I first write in the name of the town, ask the merchant his initials and if he is at the other end of the counter or away from the scale. I ask him the serial number of the scale. In most cases he does not

know offhand, so he will come up to the scale to find out. I then have the merchant look with me to ascertain if the hairline cuts zero. If not, we adjust it to zero.

Now to show the merchant that my weights are absolutely correct, I take my sample 405 and set it on the counter beside his scale (this gives me a chance to also demonstrate the 405), then take out my Government Test Weight No. 79 and also show him the certificate that comes with this weight from Washington. I place No. 79 on the 405 and in the same manner place each of the company weights on the 405, one at a time and this positively convinces the merchant that my weights are correct and also eliminates any future arguments as to the accuracy of my weights.

I then put on a weight. If the scale is slow I record the fact and then tell the merchant that I would like to show him how much he is really losing on the first pound. The scale is generally near the stock of sugar, cookies, etc., so I weigh out a pound of merchandise on his scale (he is right beside me and watches this operation). I then take the pound from his scale and put it on my 405, and as there is such a difference between the ounce graduations on the one scale and on the other, the amount over as shown on the 405 generally starts things going.

I use small cookies wherever available and I lay to one side those he loses on each weighing on his scale, and before I get to 10 pounds there are generally quite a few cookies in the pile to represent what he would have lost. This merchandise (representing loss), which he can plainly see, makes it so much easier to fill out the bottom portion of the audit slip. He thoroughly realizes that he has lost that much merchandise in ten

Reprinted from "The Toledo System."

*You associate names like Mark Twain, David B. Hill, John D. Rockefeller, Henry P. Davison, Thomas K. Beecher, John B. Stanchfield, et al with*

# ELMIRA

## AND ITS ENVIRONS

The Wonderful Elmira Section of Southern New York and Northern Pennsylvania gave the country two of its greatest financiers; noted statesmen and jurists and developed its greatest humorist and some of its foremost thinkers.

It is developing more of their kind today. It is intensely American Territory, well-to-do and on its toes.

The whole country offers no steadier, safer, more responsive market. This and adjacent territory of 600,000 able-to-buy people is entirely covered and dominated by the Elmira Star-Gazette, Binghamton Press, Corning Leader and Ithaca Journal-News.

## IN ELMIRA IT'S

# THE STAR-GAZETTE

There are 11,500 homes and apartments in Elmira City. The Star-Gazette has a daily net paid city circulation of 12,000 and 12,000 more in immediate territory, a total of more than 24,000 daily.

ELMIRA STAR-GAZETTE	BINGHAMTON PRESS
CORNING LEADER	ITHACA JOURNAL-NEWS

# INDIA

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MR. WALTER SMITH

London Manager of the

## "ENGLISHMAN"

(Established 1821)

**CALCUTTA'S GREAT NEWSPAPER**

will be in

CHICAGO from June 11th to 20th  
Congress Hotel

and

NEW YORK from June 23rd to middle of July  
McAlpin Hotel

Mr. Smith will be pleased to counsel reputable manufacturers on India, America's foremost overseas market, and invites correspondence to addresses mentioned above.

Interviews by appointment.

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ENGLISHMAN'S London Office: 198-199 Temple Chambers, E.C. 4

Cable Address: ABOVBOARD, LONDON

Also Representing "Times of Ceylon," Colombo

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or twenty drafts and it is highly reasonable to him that if he makes 50 or 100 drafts a day, his loss will be multiplied in comparison.

After I have filled out the lower part of the audit slip and have shown him how much it costs him to operate his scale each year, he must agree with me, because I have shown him how much he would have lost had the merchandise been weighed out to customers on his scale.

I then take the merchandise he has lost and weigh it on my 405 and ask him how much it is per pound. It is usually very easy to show him that his old scale is costing him money to operate and that a new scale will save him money.

On December 29, I called on the Berfield Company, at Iowa Falls, Iowa, and made my third audit of their scale. Unfortunately on my two former calls, Mr. Berfield happened to be out of the city, but I left the results of my audit with the clerk in charge of the store and requested him on each occasion to see that Mr. Berfield received this statement as it was very important that he should know how his scale was working.

On my third trip after making the audit, the clerk informed me that Mr. Berfield had received my last audit and that it would be wise to wait around for him as he was figuring on changing his scale if it really was losing him money. I waited for Mr. Berfield and when he returned I handed him the results of the audit I had just completed. He said he had received each of the other reports and that as he had always been in a business to save money rather than lose it, he was interested in buying a Toledo scale and I sold him.

I really cannot cite you one instance where I have had the opportunity to give the audit form a real workout that it has been difficult to close a sale.

### Joins Boston "Advertiser"

Leonard Butler, formerly sales manager for Harry H. Cutler, Boston, has joined the advertising staff of the Boston, Mass., *Advertiser*.

## The Miami Herald

FRANK B. SHUTTS  
Publisher

In Miami, Florida,  
They Say:

*"This Is Our  
Miami Paper"*

## Fortunate Is the Advertiser

whose message reaches the women, almost exclusively, of the large Catholic families, through the medium of *spiritual reading matter*, which is our unique and outstanding feature.

Our frequent dollar-for-dollar leadership of the large women's periodicals attests this rare value. The huge Catholic institution market also.

**300,000 Guaranteed**  
(No canvassers employed)

## Messenger of the Sacred Heart

*"Heart and Soul Appeal"*

154 Nassau Street, New York, N. Y.  
1048 Little Building, Boston, Mass.  
1419 Lytton Building, Chicago, Ill.



## A Revolution in Printing Methods!

Displacement of the human press feeder means lower cost in printing—means increased production—increased income for the printer.

**LEIMAN BROS.**

Rotary Positive, High Pressure

## Blowers and Vacuum Pumps

furnish most of the prominent automatic press, ruler, folder, mailer and addresser feeders with the very spark of life. Examine that feeder you intend to get—see that the air pump is the one that "takes up its own wear."

ALSO USED FOR AGITATING  
ELECTROTYPE SOLUTIONS

**LEIMAN BROS.** BF5-81 WALKER ST.  
NEW YORK  
Makers of Good Machinery for 35 years

## Sales Executive Available

A man of judgment and balance with initiative and energy—*Who* is a sales manager with ability to organize and direct. *Who* knows the theory of salesmanship and merchandising coupled with several years' experience from the practical side. *Who* knows business from every angle—having been trained in some of the best organizations—and who because of an actual record of accomplishment has been a success.

If you are looking for such a man will you give him the opportunity to sell himself and his experience to you? N. Y. C. Box 83, Printers' Ink.

## When a Million Babies Have No Carriages

(Continued from page 6)

woman is invited to use in asking the company for a copy of a book entitled "Mothers of the World." This is "the story of mother love" as it has existed from the foundation of the world. A Lapland mother is pictured in a primitive cradle slung around her shoulders. A Chinese mother is shown carrying twins along in some sort of contrivance that reminds one of an old-fashioned yoke, on which two pails of water were transported. The subject of baby locomotion is treated in a general way with the babies of the world as the text and then the story works naturally into Mr. Lloyd's invention as placing at the disposal of American mothers the latest kinds of carriages imaginable and at a reasonable price.

All inquiries for the books are attended to at the main office and the names are sent along to retailers. On account of the delicate nature of the subject there naturally is no follow-up except that done in a general way through the local advertising. But the dealer, through access to health-department records, learns of all births. Immediately he sends to the new parents a beautifully printed letter of congratulation, which is supplied him by the manufacturer. This is the link that ties up all previous advertising and impresses the parents with the importance of the dealer's store as a distributor of Lloyd baby carriages. The letter is printed in two colors and shows a representative line of Lloyd carriages in the foreground. It is to be signed with pen and ink.

Thus it will be seen that an intelligent effort is made to knit together all the essential elements in the company's selling plan and to supplement each so its maximum strength may be brought out. The Lloyd people believe that this feature, added to consistency, steadiness and lack of the spectacular, is largely responsible for the apparent ease with which

# **The Knit Goods Group:**

The Underwear & Hosiery Review

Sweater News & Knitted Outerwear

Knitted Fabrics & Apparel

*Published Monthly for Manufacturers,  
Jobbers and Retailers*

**The Knit Goods Publishing Corporation**

321 Broadway, New York

## **Who O.K.'s Important Purchases?**

Just as in your own office, all important purchases in industrial plants are passed on by the company executives. Their attention is given even to small purchases today, for they are scrutinizing costs closely in these days of keen price competition.

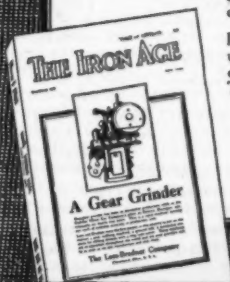
Regardless of what is requisitioned in the shop, the executive in the front office is the one who finally decides.

In the industries which either produce or use iron or steel, you can reach these executives through their business paper—**The Iron Age**.

**THE IRON AGE**

*Established 1855*

239 W. 39th St. New York



# Are You Getting Your Share of Business in New England?

More space is being used in newspapers by national advertisers than ever before. They have found the use of newspaper advertising the best method to secure intensive distribution.

Distributors and dealers co-operate enthusiastically with advertising in their local papers, especially when their name is brought into the copy.

Advertisers find, that with the aid of newspaper advertising they can shift their sales' attack to territories where conditions of the market are such that it can respond to their advertising.

New England dealers know from actual experiences that advertising in the home daily newspapers pays—further—they know that merchandise advertised by manufacturers in these papers will bring the consumer to their stores.

A campaign in the home daily newspapers of New England will go far in establishing your merchandise with the dealers and jobbers. Co-operate with your New England distributors through newspaper advertising—it goes a long way.

## LYNN, MASS., ITEM

Daily Cir. 15,504 A. B. C.—2c copy  
Population 99,198, with suburbs 125,000

## NEW BEDFORD, MASS. STANDARD & MERCURY

Daily Circulation 28,555 A.B.C.—2c copy  
Population 121,217, with suburbs 160,000

## SALEM, MASS., NEWS

Daily Circulation 20,023 P. O.  
Population 43,697, with suburbs 150,000

## SPRINGFIELD, MASS., UNION

Daily Circulation 56,055 A. B. C.  
Population 129,563, with suburbs 250,000

## WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 73,444  
Population 179,754, with suburbs 350,000

## PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,824 A. B. C.  
Serves territory of 130,000

## BRIDGEPORT, CT. POST TELEGRAM

Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

## HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy  
Population 138,036, with suburbs 373,000

## NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 32,537 P. O.  
Population 165,000, with suburbs 225,000

## NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

## PORTLAND, ME., EXPRESS

Daily Circulation 25,424 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

## BURLINGTON, VT., FREE PRESS

Daily Circulation 10,889 A. B. C.  
Population 22,779, with suburbs 40,000

## MANCHESTER, N. H. UNION and LEADER

Daily Circulation 28,649 A. B. C.  
Population 75,063, with suburbs 150,000

## FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 10,589  
Population 41,013, with suburbs 110,000

## LOWELL, MASS. COURIER-CITIZEN LEADER

Daily Circulation 20,419 P. O.  
Population 112,759, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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The co-operation of dealers has been gained and the interest of the buying public aroused. The company believes extra effort is necessary now and then to give a little added stimulation to the dealer. But so far as the newspaper advertising is concerned this never is handled in spurts. It appears with machine-like regularity week in and week out regardless of whatever arbitrary ideas about buying "seasons" anybody may have. Anything extra that may be done is designed to whip the dealer's interest a bit so that he may be all the better prepared to get his share of the business that is being steadily ground out by the general advertising.

One week during April, for example, the company promoted a window-trimming contest among its dealers. It supplied cut-outs and other window-trimming material without charge and offered \$1,000 in prizes for the fifty-six best windows, the prizes ranging from \$100 down to \$10. For every photograph that was sent in, regardless of whether it won a prize, \$2.50 was paid. In the several hundred photographs much really superior window-trimming talent was discovered. The company is going to try to encourage this feature of retail selling activity, realizing that the retailers handling its line of goods do not, as a class, get a great deal of benefit from window trimming because of the nature of their merchandise. Its verdict is that the window-trimming contest not only operates to help keep the dealers sold on the Lloyd plan but brings in much direct business.

The same thoroughness and catching up of loose ends is to be seen in the Lloyd company's direct selling relations with dealers. It has united its own sales department with those of various jobbers in a way to cover the country and yet avoid complications. In a rough way it may be said that the regular Lloyd salesmen cover the city and large-town trade but leave the smaller towns to the jobbers.

"We find the jobbers very valuable in our distribution sys-

## 4,000 Boys and Girls

from all sections of the U. S. enjoy life each year and build up their physical, mental and moral well-being in

## Maine Summer Camps

Many of their parents establish themselves nearby. This is only one of the many sources that go to make up the sum total (estimated by Maine Central Railroad) of over Forty Million dollars spent annually in Maine by visiting vacationists.

**Summer Advertising  
PAYS! in the**

**Portland Express  
AND  
Sunday Telegram**

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

*Every Time  
the Sun  
Sets*

Our large Rotary Printing Presses have each completed 75,000 perfect 64-page finely illustrated copies in one or two colors of books, magazines or catalogues.

Our Juergat Automatic Binding and Gang Stitching machines have neatly bound 75,000 or more copies up to 200 pages each.

Our Rowe Automatic Trimming machines have each perfectly trimmed on three sides 100,000 or more complete copies of books, magazines or catalogues.

**[Would it not be well worth  
your while to write or call on  
us when considering large-  
edition or color printing?]**

**NATIONAL CAPITAL PRESS  
Incorporated  
1210-1212 D St., Washington, D. C.**

tem," says Mr. Rowell, "because it would be hardly profitable to have our salesmen visit some of the small towns which the jobber can cover at much less expense because he handles so many lines. In some sections we find it advisable to give the jobbers exclusive distribution and it is profitable to them because of the demand created through our vigorous advertising in the small-town newspapers.

"Obviously it is to the jobber's interest to put himself in line with our advertising in a way that will draw attention to himself as distributor. We have no difficulty at all, therefore, in obtaining his co-operation. And, by the same token of self-interest, we co-operate with him. We keep close to the jobber, sending him all the information we send to our regular retail trade."

In a word, the Lloyd experience is that in getting this much-talked-of and greatly-to-be-desired co-operation from retailer and jobber no involved formula or fancy recipe is needed. It pins its faith to telling the people about its merchandise in a way that will make them want it. This done, the co-operation of the dealer and jobber comes almost automatically, once they are made acquainted with what is going on.

Lloyd retailers and jobbers have a most effective selling aid in a catalogue put out by the company. This is what is technically known as a counter catalogue and is intended pre-eminently to supplement the dealer's stock, particularly that of the small dealer. It is expensively printed and is in thorough keeping with the subject. It contains a graphic account of Mr. Lloyd's invention, thus supplying worthwhile selling talk that can be utilized in many ways. It lists every baby carriage the company makes and also its full line of wicker furniture and wicker baskets. If the dealer does not have a sufficient variety of carriages in stock to meet a mother's requirements he can let her look through this splendidly illustrated book and pick out the one she needs. The dealer then

can wire the order to the factory, or to the jobber if he deals with the jobber, and quick delivery will be made. Special arrangements have been perfected to that end.

The dealer need not hesitate to show his customers the book, as it lists no prices. The jobber's salesmen find the same catalogue advantageous in closing retail dealers. The same selling principles apply with equal force in each case.

The furniture end of the Lloyd business has not yet been developed to any great extent. Its sale has been incidental to that of the baby carriage, which, of course, is the main issue. But, even as a trailer, its sale has reached sizable proportions—showing once again the powerful selling force of that many-sided family of products idea.

### Geo. E. Amass Joins Staff of St. Louis Agency

Geo. E. Amass, for five years assistant sales and advertising manager of the Kenyon Co., Waukesha, Wis., maker of "Luxfibre" furniture, has joined the staff of the Simpson Advertising Co., St. Louis. He will devote his time to special dealer service work.

### B. L. McFadden with World Wide Advertising Corp.

B. L. McFadden has joined the World Wide Advertising Corporation, New York, as vice-president in charge of its foreign department. He was formerly circulation director of *Physical Culture*.

### Passaic Account with Andrew Cone Agency

W. E. Shuit, Inc., Passaic, N. J., maker of Bel Caps, has placed its account with Andrew Cone, Inc., New York advertising agency.

### Leaves International General Electric

Don Cameron Shafer has resigned as advertising manager of the International General Electric Company, Schenectady, N. Y.

Francis Woodley Sartain, formerly with the *Retail Ledger*, Philadelphia, and before that with the *Philadelphia Evening Bulletin*, has joined the H. Arthur Engleman Advertising Agency, also of Philadelphia, Pa., as an account executive.

## Subject: Copy Education.

Gentlemen:

Today a new style of copy is needed to meet new conditions. Needed not merely to put over a slogan or dominate with big space or catch the eye with color.

Today no advertiser dares or cares to let his banker, his board of directors or the public think he is wasting money. He demands results—results that can be seen and felt and estimated—in fact some advertisers are making themselves ridiculous by swinging too far this way.

Copy education today, in the best advertising agencies—that is in M. P. Gould Company—is tending strongly toward presentation so pointed and powerful that often it makes publications, and sometimes competition, squirm and complain.

This new educational copy says what it has to say in clear, powerful Anglo-Saxon. It recognizes the fact that America is serious. It is not wasting its time or money on wandering advertisements. It wants important, illuminating facts, without wading through unnecessary verbiage.

Nobody wants his intelligence abused. Nobody wants to be talked to as if he were a dumb-bell or a snob or a flapper or a baby.

This agency is happy in its copy department. In our twenty-six years as an advertising firm we have never received more complimentary expressions from our clients in regard to the work of our copy department. This may be because we do not keep our copy writers caged. We all work together and we all come in direct contact with the advertiser.

Some advertisers apparently think that advertising agencies are merely writers, placers and checkers. Possibly that is the only kind they have ever dealt with. Some of our clients think we know more than they do about the retail trade. Why shouldn't we? Our own men inspect and report to us direct on upward of 30,000 retail stores every year. It requires a corps of fourteen trained men, with a general field executive to maintain this force.

Yours very truly,

*M. P. Gould Company*

Advertising Agency.

60 W. 35, N. Y.

*These letters appear every other week on first page preceding "Editorial."  
Next subject, "Back to Old Stuff," June 22nd.*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.  
Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building,  
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumaden Bldg., Toronto,  
H. M. TANDY, Manager.

London Office: 233 High Holborn,  
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,  
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.70.  
Classified 55 cents a line, Minimum order \$1.75.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

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C. B. Larrabee

Chicago: G. A. Nichols  
D. M. Hubbard  
London: Thomas Russell

NEW YORK, JUNE 8, 1922

## When Danger Lurks in Spasmodic Advertising

The time is near at hand when general advertisers are going to recognize something about the scientific use of the principle of continuity in advertising that has been known for a considerable period by the retail mail-order people. By experiments, and also by experience that sometimes has been costly and bitter, the mail-order houses have established to their complete satisfaction the fact that it takes just about four years of continuous and cumulative effort to "make" an article in a selling way.

Through compiling and collating a long list of selling successes they are able to demon-

strate by average figures that an advertising campaign yields only about 40 per cent of its selling power during the first year. In three more years, if the advertising has been kept up unabated, the cumulative effect is such that the additional 60 per cent efficiency is brought about, thus getting the proposition fully under way.

And the interesting thing about it is that the principle works the other way also. If there is any lessening of effort it takes four years for the full effect to be felt. It used to be that the mail-order people imagined they could safely shorten advertising outlay here and there. They thought the momentum from past efforts would carry them over. Or, if it didn't, the resulting slackening of sales would be temporary. Conditions might be such that sales effort was not needed so far as present needs were concerned. There might be so much business that the effect of cutting the advertising down or out would not be noticed. It could be resumed when the need began to appear.

But they found this kind of business would not work at all for the reason that only about 40 per cent of the result would be felt during the current year. For three more years the tearing down influence would continue, its maximum effect not appearing until the end of that time.

Advertising is not the magic thing some of its overly enthusiastic friends claim it is. If it were, then it could be turned on or shut off at will, just as steam is manipulated in a radiator, and the desired result gained each time. Advertising is an economic force that will yield proportionately to the correctness of its application. It has done wonderful things despite the abuse and manhandling it has received.

**A Short Cut to More Sales** A salesman for a house making a nationally advertised product in the building line made an analysis of one week's work. He timed himself while in the presence of his pros-

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pects to find out what he said there. The sales manager had told him that what he said was as important as being in the presence of his prospect. The salesman's analysis showed that almost 80 per cent of his time was spent in convincing his buyer that he sold a high quality product made by a house of good standing that could be relied upon to keep its promises. Conferences with his sales manager after this analysis made him try an experiment looking toward a short cut to sales.

He sent a letter about his company, together with a reprint of its most recent advertisement, to each of the men he was to call upon during the next week. The company's large output and its exceptional ability for making quick deliveries in all parts of the world were emphasized in the advertising. When the salesman made his next week's calls he talked only about service. He took it for granted that the advertising and the letter had sold prospects on the background. He tried concentrating on selling the merchandise and the service of his house, instead of spending most of his time on introductory conversation.

At the end of the week he found that his percentage of sales from the prospects called upon had gone up 2 per cent.

He is still working the new plan.

### **Knocking Advertises the Knockee**

Martin V. Kelley, in a booklet on "Theme" in advertising, has this to say about the knocker:

"Every knock is a boost"—and so it is. I know of a case where a man who had bought clothing for himself and family in a certain big store in Chicago about twice a year, went into that store last spring and after selecting a big bill the clerk happened to remark 'Why, Marshall Field & Company are charging \$65 for this same suit.' This customer's reply was: 'Why, do Marshall Field & Company sell clothing? I never knew that before.' The result was that he went over to Marshall

Field, selected another bill which was more satisfying to him and cancelled his first order. This is a good example of advertising the other fellow."

Going on, Mr. Kelley says that many national advertisers follow this same policy. They do not seem to be able to resist the temptation to take an occasional crack at their competitors. In doing so, they, of course, advertise the competitor and hurt themselves.

Mr. Kelley is absolutely right. Knocking is never justified. It always reacts on the critic, and usually helps the person or thing criticized. In many cases, though, blind and silly criticism hurts both the knocker and the knockee. It destroys confidence in the industry. We heard of an incident the other day that is apropos. A man had a life insurance policy mature. He wished to invest the proceeds in conservative bonds. He sent for a representative of a reliable bond house. This salesman instead of talking the merits of his offerings, proceeded to unsell the prospect on all the bonds that he had been considering. The salesman did his job so well that the buyer became uneasy about the safety of all investment securities. He has decided to keep his money in the savings bank.

The trouble with knocking, whether in advertising or in a selling talk, is that it centres the prospect's attention on the negative side of the proposition. It makes you think of the reasons why you should not buy any product or service of the kind mentioned. This is well illustrated in the harangue of the barker in the Prologue of the play "Deburau." In telling the people assembled why they should patronize his theatre instead of the one next door, he says:

What, sir! You're going next door! Well, it's not one of my ways To say a word in dispraise of a rival. Thank God, here we don't need to boast, so we can afford to be modest and civil.

But, it's kinder to warn you—though truly you'll go there just once and no more.

Unless you prefer—some people do, of course,—

A singer that's hoarse;

And a dancer rheumatic;  
 And acrobats about as acrobatic  
 As a sprained, broken-winded cab horse;  
 A comedian, as witty as the Wild Man  
 of Borneo—  
 That's the fare  
 You'll get there.  
 By all means try it, my dear sir.

### **Small Buying vs. Turnover**

In preaching the good old doctrine of turnover to the trade we are afraid many advertisers are allowing themselves to slip on dangerous ground. The principle of turnover is a difficult thing to explain clearly. Many persons, seem to confuse it with small buying. In several trade advertisements which we have recently read, the advertisers were unintentionally advertising small buying, although what they had in mind was to tell retailers the advantages of getting a rapid rate of turnover on their merchandise.

To be sure, the retailer who overbuys is not able to show a profitable rate of turnover. But underbuying is just as bad as overbuying. In fact, to be constantly out of certain important items of merchandise is one sure way to slow up turnover. A retailer cannot sell what he is "just out of." His sales suffer because of his failure to keep an adequate stock.

In still another respect does underbuying retard sales. Even though a merchant may have a certain article in stock, his customers will not buy it enthusiastically because his assortment is not complete enough to be inviting. People like to buy from full lines. We have seen purchasers refuse to buy such a well-known article as Mennen's shaving cream, because the proffered tube happened to be the last one the dealer had. The other evening we wanted a sprinkling can, but did not buy because the retailer had only two sizes to offer. We imagined we wanted a size in between.

Every day, everywhere, merchants are losing business because of the inadequacy of their stocks. Today an unprecedented number of retail stocks are wretchedly

balanced and lack variety and range. A little observation will convince any person that this is true. It is the one glaring weakness in present retailing.

So let us continue to preach turnover, but in doing it let us not forget to warn retailers that the *sine qua non* of a satisfactory volume of sales is an adequate stock of goods.

### **Railroad Advertising Bringing Traffic**

Reports coming to PRINTERS' INK from almost every direction indicate that the railroads are being swamped with passenger traffic. Undoubtedly the persuasive advertising which the roads are using is largely responsible for this passenger movement.

The nation's playgrounds are being advertised on a magnificent scale. The lure of the West is being pictured temptingly. Under the influence of a round-trip rate of \$138.32 from New York to the Pacific Coast, an avalanche of tourist traffic has developed. In the Middle West many of the lines are advertising attractive "Back East" excursions. Local trips are also being widely promoted. For the first time since 1914 the railroads are going out after passenger business with all the vigor of olden days.

The encouraging thing about it is that the advertising is bringing splendid results. Many of the war-school of economists were disposed to question the value of railroad passenger advertising. "Advertising will not make people travel" was their argument. But it will. The unparalleled tourist movement now under way shows conclusively that advertising will give folks the wanderlust.

### **Arthur H. Utt Leaves The Brecht Company**

Arthur H. Utt has resigned as advertising manager of The Brecht Co., St. Louis, maker of butchers' supplies and abattoir equipment.

Beginning with the June issue, *The Blue Pencil* will be published at Highland Falls, N. Y., by the publishers of *The Editor Magazine*.

June 8, 1922

PRINTERS' INK

169

## Newell-Emmett Company

*Incorporated**Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett &amp; Myers Tobacco Co.

*(Fatima, Chesterfield and**Piedmont Cigarettes)*

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

NOTE: In accordance with its policy of concentration, this agency does not permit the initial study and development of service on a new account to be interrupted by the acceptance of a still newer

one. During the considerable period, therefore, while the problems of our fourth and newest client, the American Chicle Company, are being mastered, a fifth account will not be sought.



### J. H. Harrison Joins Staff of Chicago Agency

J. H. Harrison has joined the copy department of Stavrum & Shafer, Inc., Chicago advertising agency. He was formerly advertising and sales manager of Hovland Sardeson McCollm Company, Chicago clothing manufacturer, and with the advertising department of Marshall Field & Company, wholesale, Chicago.

### Apron-Frock Advertising from Chicago

C. A. Neuberger & Company, Chicago manufacturers of Fairsex Apron-Frocks, have placed their advertising account with the Gundlach Advertising Agency, Chicago. An advertising campaign linked with that of local department and dry goods stores handling this company's line is planned.

### Electric Light Companies to Increase Advertising

Members of the National Electric Light Association were urged not only to make more use of advertising, but to use a more widely varied list of types of advertising mediums, by Martin J. Insull, in an address before the recent convention of that association at Atlantic City.

### Leaves "Times-Picayune" to Join New Orleans Agency

Edwin Kemp, trade promotion manager of the *Times-Picayune*, New Orleans, has resigned to join the advertising agency of Bauerlein, Inc., of that city.

Mr. Kemp has been with newspapers in Baltimore, St. Louis and New Orleans for the last ten years.

### Shoe Polish Account for McClure Agency

The Kepec Company, Milwaukee, manufacturer of Keeps-Shine shoe polish, has placed its account with the O. J. McClure Advertising Agency, Chicago. Merchandising plans are being developed and newspapers will be used for this account.

### Chicago Magazine Appoints Representatives

*International Grocer*, Chicago, has appointed the following representatives: James Stuart, San Francisco; Frank J. Dowd, Kansas City, Mo., and Frederick F. Paul, Los Angeles, Cal.

### Currier Press Adds to Staff

Maxson F. Judell, recently with the Cheltenham Press, New York, is now with the Currier Press, also of New York.

## Have You Seen A Copy Lately?

Ask us to send you a copy of  
**THE IRON AGE.**

If you wish to increase sales in the industries which either produce or use iron and steel, a glance through **THE IRON AGE** will show why it can help you.

Ask for a copy!

### THE IRON AGE

*Established 1855*

239 W. 39th St., New York





# Wanted— Agency Associate

If you have actually arrived in the advertising and sales field and have necessary qualifications to serve as account executive in an advertising agency, and give personalized service, I want to talk with you.

When a man reaches that stage he is ready to get into business with associates of the same qualifications.

I do not want employees in this case, but two business partners who will be self-supporting from business they serve the same as myself, and on such basis can, therefore, offer a real proposition.

Offices located in Chicago; business well started and now ready for expansion along these lines.

In reply state your business history briefly, and interview will be arranged. All communications strictly confidential.

Address "R. J.," Box 80, care of PRINTERS' INK, 833 Peoples Gas Building, Chicago.

# Would You Refuse to Sell to a Catholic?

There are 18,104,804 Catholics in the United States. If any one of these Catholics decided to buy your goods, would you refuse to sell to him? If not, then it would be worth your while to advertise in Extension Magazine, the greatest Catholic National Monthly, whose readers represent the largest purchasing power of the Catholics in the United States. The very purpose for which Extension Magazine is circulated is the best proof of the above statement.

Extension Magazine was founded to tell Catholics generally of the great need for help of the Home Missions of the United States. It is owned by the largest Home Missionary Society of the Catholic Church in the world, although its activities are confined to the United States and its possessions.

The Catholic Church Extension Society is naturally anxious to reach those who have money, and this is the advertiser's assurance that he is reaching the best possible class of Catholics insofar as purchasing power is concerned.

The readers of Extension Magazine have contributed \$4,692,701.58 in the short period of its existence and are contributing at the rate of a half million dollars per year.

The appeal to buy is very much stronger than the appeal to give. Therefore, the advertiser is afforded a splendid opportunity in using Extension Magazine with its circulation of more than 200,000.

Write us and fix an appointment for one of our men to call and give you any further information you may desire.

## EXTENSION MAGAZINE

*The World's Greatest Catholic Monthly*

Member of the Audit Bureau of Circulations

General Offices, 180 North Wabash Ave., Chicago, Ill.

Eastern Advertising Representatives:

LEE & WILLIAMSON, 171 Madison Ave., New York, N. Y.

## JUNE MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

Standard Size	Pages	Lines
Review of Reviews.....	108	24,206
World's Work .....	102	22,914
Harper's .....	94	21,255
Atlantic Monthly .....	94	21,178
Scribner's .....	82	18,368
Century .....	56	12,562
Current Opinion .....	33	7,593
St. Nicholas .....	31	6,958
Wide World .....	18	4,226
Bookman .....	17	4,001
Blue Book .....	14	3,300
Our World .....	14	3,206
Munsey's .....	12	2,827
Everybody's .....	7	1,633

Flat Size	Columns	Lines
American .....	273	39,165
Red Book .....	219	31,439
Physical Culture .....	205	29,339
Cosmopolitan .....	171	24,561
Photoplay .....	135	19,330
American Boy .....	91	18,200
True Story .....	112	16,075
Motion Picture Magazine .....	104	14,940
Sunset .....	93	13,338
Metropolitan .....	84	12,121
Boys' Life .....	69	11,740
Hearst's International .....	80	11,479
Success .....	77	11,098
Elks Magazine .....	57	8,808
Asia .....	63	8,694
Boys' Magazine .....	29	5,032

## WOMEN'S MAGAZINES

	Columns	Lines
Ladies' Home Journal...	424	72,229
Vogue (2 issues).....	420	66,483
Good Housekeeping .....	307	43,988
Harper's Bazar .....	250	42,160
Woman's Home Companion .....	198	33,735
Pictorial Review .....	167	33,420
Delineator .....	125	21,292
McCall's .....	102	20,442
Holland's .....	107	20,290
Designer .....	102	17,434
Modern Priscilla .....	90	15,306
People's Home Journal...	70	11,990
Fashionable Dress .....	68	11,603
Woman's World .....	66	11,357
People's Popular Monthly .....	36	6,901
Needlecraft .....	34	5,790
Mother's Magazine .....	21	3,810

(Continued from page 79)

things come back; and to supply a scrap only to the man who repeatedly asks for it, and will accept nothing else—this as a matter of accommodation. ¶ To do good is the first prong in an Elk's creed. And he realizes, being wise, that the best way to benefit yourself is to benefit others. . . . ¶ If I were flying light and wanted to borrow ten or twenty, mebbee, I'd tackle the first Elk I met, without apology or explanation. And my needs would be to him a command, for he is not clannish and he knows no higher joy than to give the other fellow a lift. ¶ And all these things I have here recorded are set down as a matter of truth, forgetting the fact that once at Flint, Michigan, I suffered the deep humiliation of being arrested by the Elks and fined two seventy-five for advertising Quaker Oats without a license.

¶ One thing that the Fra might have added was, "The Elk is a good man to sell your goods to. He'll give you the friendliest kind of a hearing; and if he likes what you sell him, he'll pass the good word along."

## The Elks

Magazine

"850,000 voluntarily subscribed for"

Telephone Vanderbilt 8757

50 East 42nd Street, New York City

## EASTERN OFFICE:

Rufus French, Inc., New York

## NEW ENGLAND OFFICE:

Charles Dorr—J. Walter Cameron, Boston

## WESTERN OFFICE:

Archer A. King, Inc., Chicago

## PACIFIC COAST OFFICE:

A. J. Norris Hull, San Francisco

If Overwhelming  
Predominance in  
**CIRCULATION**  
is what you want in

**NEW HAVEN,**

Connecticut's  
Largest City,

The

**Register**

delivers it to you.

Every evening about 33,000  
people BUY The "Register."

If Recognized  
**LEADERSHIP**  
Is What You Want,  
You Get It in The  
"Register"

Leads in prestige and in-  
fluence. Leads in advertising  
patronage. Leads in mechan-  
ical equipment. Leads in  
influence in the social and  
civic life of the city.

**New Haven Register**

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

**MONTHLY MAGAZINES CARRYING  
GENERAL AND CLASS  
ADVERTISING**

	Columns	Lines
Town & Country (2 issues)	350	65,525
House & Garden.....	311	49,204
Motor .....	290	48,804
Radio News .....	277	40,820
Country Life .....	239	40,239
Vanity Fair .....	245	38,793
Field & Stream.....	220	31,482
Popular Mechanics (pg.)	132	29,642
System .....	189	27,087
Arts & Decoration.....	148	24,965
Outers' Recreation .....	164	23,548
House Beautiful .....	129	19,992
Normal Instructor .....	117	19,942
Science & Invention.....	129	19,015
National Sportsman .....	123	17,723
Outdoor Life .....	122	17,509
Popular Science Monthly	113	17,331
Motor Life .....	88	13,904
Theatre .....	83	13,166
Forest & Stream.....	71	10,285
Garden Magazine .....	69	9,683
Rotarian .....	60	8,820
McClure's .....	59	8,437
International Studio .....	56	7,969
Association Men .....	56	7,890
Outing .....	53	7,695
Illustrated World (pg.)	30	6,765
Extension Magazine .....	12	2,230

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

	Columns	Lines
MacLean's (2 May issues)	267	46,887
Canadian Home Journal..	152	26,753
West. Home M'thly (May)	120	21,744
Everywoman's World ...	112	19,759
Canadian Magazine (pg.)	57	12,768
La Canadienne .....	66	11,563
Rod & Gun in Canada...	73	10,510

**VOLUME OF ADVERTISING IN  
MAY WEEKLIES**

	Columns	Lines
May 1-8		
Saturday Evening Post.	335	57,070
Literary Digest .....	130	19,881
American Weekly .....	66	18,197
Forbes .....	51	7,862
Outlook .....	49	7,066
Christian Herald .....	33	5,724
Independent & W'kly Rev.	38	5,545
Life .....	31	4,479
Nation .....	31	4,461
American Legion Weekly	31	4,450
New Republic .....	25	3,738
Argosy-All-Story (pg.)	16	3,645
Collier's .....	20	3,438
Youth's Companion ...	18	3,060
Churchman .....	20	2,805
Judge .....	11	1,665
Leslie's .....	9	1,397

*'The Magazine That Pays  
Mail Order Advertisers Will  
Pay National Advertisers'*

# The People You Ought to Reach

- will respond to the printed word
- will be influenced by logical argument
- will act on common-sense appeal

## Physical Culture *proves*

- the responsiveness of its market
- the influence of its advertisements
- the continued response to worthwhile propositions

# PHYSICAL CULTURE

119 West 40th Street, New York City

W. C. W. DURAND, Advertising Director

CHAS. H. SHATTUCK

*Western Manager*

Peoples Gas Building, Chicago

METZ B. HAYES

*New England Manager*

Little Building, Boston

**May 9-15**

	Columns	Lines
Saturday Evening Post.	425	72,353
Literary Digest .....	102	15,571
American Weekly .....	39	10,768
Christian Herald .....	44	7,545
Outlook .....	43	6,284
Independent & W'kly Rev.	43	6,233
Life .....	40	5,778
Forbes .....	33	5,112
Collier's .....	26	4,431
American Legion Weekly	28	4,044
Youth's Companion ....	17	3,030
New Republic .....	19	2,866
Argosy-All-Story (pg.)..	9	2,142
Churchman .....	15	2,134
Leslie's .....	13	1,884
Nation .....	13	1,852
Judge .....	9	1,424

	Columns	Lines
Outlook .....	252	36,052
Christian Herald .....	118	20,090
Collier's .....	103	17,516
Life .....	119	17,080
American Legion Weekly	106	15,236
Nation .....	104	14,656
Forbes .....	85	12,974
New Republic .....	83	12,313
Independent & W'kly Rev.	82	11,778
Youth's Companion ...	61	10,502
Argosy-All-Story (pg.)..	44	9,957
Churchman .....	56	7,905
Leslie's .....	37	5,344
Judge .....	32	4,594

**RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS****May 16-22**

	Columns	Lines
Saturday Evening Post.	318	54,188
Literary Digest .....	130	19,802
American Weekly .....	34	9,353
Outlook .....	30	4,321
American Legion Weekly	24	3,572
Life .....	23	3,415
Collier's .....	19	3,238
Christian Herald .....	15	2,701
Youth's Companion ....	14	2,494
Argosy-All-Story (pg.)..	8	1,986
New Republic .....	12	1,764
Nation .....	10	1,536
Churchman .....	10	1,466
Leslie's .....	8	1,127
Judge .....	4	577

	Columns	Lines
1. Ladies' Home Journal	424	72,229
2. Vogue (2 issues)....	420	66,483
3. Town & County (2 iss.)	390	65,525
4. House & Garden....	311	49,204
5. Motor .....	290	48,804
6. MacLean's (2 May iss.)	267	46,887
7. Good Housekeeping ..	307	43,988
8. Harper's Bazar .....	250	42,160
9. Radio News .....	277	40,820
10. Country Life .....	239	40,239
11. American .....	273	39,165
12. Vanity Fair .....	245	38,793
13. Woman's Home Comp.	198	33,735
14. Pictorial Review .....	167	33,420
15. Field & Stream.....	220	31,482
16. Red Book .....	219	31,439
17. Pop'r Mechanics (pg.)	132	29,642
18. Physical Culture ....	205	29,339
19. System .....	189	27,087
20. Canadian Home J'n'l.	152	26,753
21. Arts & Decoration...	148	24,965
22. Cosmopolitan .....	171	24,561
23. Rev. of Reviews (pg.)	108	24,206
24. Outers'-Recreation ...	164	23,548
25. World's Work (pg.)..	102	22,914

**May 23-29**

	Columns	Lines
Saturday Evening Post.	308	52,518
Literary Digest .....	88	13,376
American Weekly .....	39	10,777
Outlook .....	57	8,259
Collier's .....	37	6,409
Christian Herald .....	24	4,120
Nation .....	26	3,672
Life .....	23	3,408
American Legion Weekly	22	3,170
Argosy-All-Story (pg.)..	9	2,184
New Republic .....	14	2,181
Youth's Companion ....	11	1,918
Churchman .....	10	1,500
Leslie's .....	6	936
Judge .....	6	928

**May 30-31**

	Columns	Lines
Outlook .....	70	10,122
Nation .....	22	3,135
New Republic .....	12	1,764

**Totals for May**

	Columns	Lines
Saturday Evening Post.	1,388	236,129
Literary Digest .....	451	68,630
American Weekly .....	179	49,095

**Candy Men Elect Officers**

R. R. Bean, of the National Candy Company, Putnam Factory, Grand Rapids, Mich., was elected president of the National Confectioners Association, an organization of manufacturers, at its thirty-eighth annual convention in Chicago recently. The convention adopted the slogan "Remember, Everybody Likes Candy," and discussed plans for national advertising. Other officers elected by the convention are: George F. Schrafft, W. F. Schrafft & Sons Corporation, Boston, first vice-president; Jerome F. Blome, George Blome & Sons Company, Baltimore, second vice-president; Walter C. Hughes, Chicago, secretary-treasurer.

# We are giving you more circulation

**P**HOTOPLAY'S present circulation is well in excess of its guarantee of 450,000 copies.

For the past several months it has been gaining at the rate of considerably more than 5,000 copies monthly.

With the aid of \$50,000, which Photoplay has appropriated for promotion of circulation through the Saturday Evening Post, within the next few months, its present rate of growth will be still further accelerated.

It is impossible to state the exact amount of circulation which advertisers using Photoplay will receive in excess of their guarantee during the coming year; but throughout the entire twelve months, the excess may be counted upon to aggregate several hundreds of thousands.

Photoplay's low advertising rate in proportion to its guarantee already offers one of the most economical "buys" in the general magazine field.

With this great actual and prospective increase in Photoplay's circulation advertisers may expect in Photoplay very exceptional value indeed.

## PHOTOPLAY

James R. Quirk, *Publisher*

C. W. Fuller, *Advertising Manager*

25 West 45th St., New York

350 N. Clark St., Chicago

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF JUNE ADVERTISING

## GENERAL MAGAZINES

	1922.	1921.	1920.	1919.	Total
American .....	39,165	35,138	71,410	52,608	198,321
Red Book .....	31,439	29,342	42,796	31,700	135,277
Cosmopolitan .....	24,561	24,266	38,374	34,025	121,226
Review of Reviews .....	24,206	27,741	33,465	31,422	116,834
World's Work .....	22,914	26,432	34,048	29,568	112,962
Harper's .....	21,255	26,026	30,744	28,560	106,585
Physical Culture .....	29,339	23,385	24,132	20,308	97,164
Atlantic Monthly .....	21,178	24,175	28,644	21,863	95,860
Scribner's .....	18,368	20,132	28,229	24,061	90,790
Sunset .....	13,338	19,563	33,573	20,223	86,697
American Boy .....	18,200	17,468	25,566	21,697	82,931
Metropolitan .....	*12,121	15,475	25,677	24,364	77,637
Photoplay .....	19,330	15,720	23,110	16,788	74,948
McClure's .....	*8,437	14,658	24,842	24,772	72,709
Century .....	12,562	16,016	21,285	18,275	68,138
Motion Picture Magazine .....	14,940	14,245	21,932	14,709	65,826
Boys' Life .....	11,740	11,850	19,275	10,720	53,585
Hearst's International .....	*11,479	10,031	18,078	13,967	53,555
St. Nicholas .....	6,958	6,900	9,996	9,793	33,647
Everybody's .....	*1,633	4,691	14,136	19,732	31,192
Boys' Magazine .....	5,032	6,169	8,050	7,175	26,426
Munsey's .....	2,827	6,197	7,700	8,400	25,124
Current Opinion .....	*7,593	*4,742	*3,872	1,911	18,118

\*New size.

## WOMEN'S MAGAZINES

Vogue .....	66,483	67,366	115,738	91,279	340,866
Ladies' Home Journal .....	*72,229	*64,301	96,476	78,032	311,038
Harper's Bazar .....	42,160	37,982	64,356	40,906	185,404
Good Housekeeping .....	43,988	39,212	57,680	43,647	184,527
Woman's Home Companion .....	*33,735	*31,694	64,413	47,817	177,659
Pictorial Review .....	33,420	25,073	59,480	49,347	167,320
Delineator .....	*21,292	*26,025	51,917	38,888	138,122
†Designer & Woman's Mag. .....	*17,434	*21,007	41,020	30,647	110,108
McCall's .....	20,442	24,060	31,955	29,804	106,261
Modern Priscilla .....	15,306	11,262	19,940	13,817	60,325
People's Home Journal .....	*11,990	*11,310	17,330	12,308	52,938
Woman's World .....	11,357	12,435	17,434	9,773	50,999
Mother's Magazine .....	*3,810	10,287	11,730	11,817	37,644
People's Popular Monthly .....	6,901	6,507	11,001	5,422	29,831
Needlecraft .....	*5,790	*5,061	7,938	6,677	25,466

\*New size. †Two magazines now combined.

## CLASS MAGAZINES

Town and Country .....	\$65,525	\$62,076	\$90,711	\$65,380	283,692
System .....	27,087	34,268	59,421	55,754	176,530
Country Life .....	40,239	41,444	55,776	38,304	175,763
Vanity Fair .....	38,793	33,090	54,580	39,969	166,432
Popular Mechanics .....	29,642	33,936	44,862	34,951	143,391
House & Garden .....	49,204	35,889	35,167	19,927	140,187
Field & Stream .....	31,482	29,873	31,491	26,774	119,620
Popular Science Monthly .....	17,331	16,050	32,660	23,912	89,953
Outers' Recreation .....	23,548	23,527	20,999	15,395	83,469
House Beautiful .....	19,992	21,206	22,144	10,968	74,310
National Sportsman .....	17,723	16,897	16,152	17,334	68,106
Theatre .....	*13,166	*16,722	19,152	15,085	64,125
Outdoor Life .....	17,509	16,609	10,851	10,380	55,349
Forest & Stream .....	10,285	8,785	12,142	11,209	42,421
Outing .....	7,695	6,669	11,916	12,371	38,651

\*New size. †Two issues.

†Three weekly issues.

## WEEKLIES (4 May Issues)

Saturday Evening Post .....	236,129	188,427	\$197,374	\$147,595	1,169,525
Literary Digest .....	68,630	68,307	\$214,967	\$195,911	547,815
Collier's .....	17,516	23,674	\$91,829	\$97,326	230,345
American Weekly .....	49,095	44,094	37,471	15,178	145,838
Outlook .....	\$36,052	35,721	36,025	32,304	140,102
Leslie's .....	*5,344	13,549	\$42,933	\$60,231	122,057
Life .....	17,080	21,240	36,079	\$37,108	111,505
Christian Herald .....	20,090	15,918	\$44,691	\$30,446	111,147

\*New size. †3 issues.

‡5 issues.

GRAND TOTALS ..... 1,644,109 1,601,915 2,676,735 2,201,634 8,124,393



# Direct Results—Certainly!

*No Matter the Size*

**Real HARRIS, LEWIS and  
SHETLAND HOMESPUNS**

**DIRECT FROM THE MAKERS**

*The Aristocrat of Tweed for Golf and All Sports Wear*

*Price \$2 per yard, postage paid*

**S. A. NEWALL & SONS, Dept. A. M., Starnesway, Scotland.**

*Patterns on request, state shade desired, if for lady or gentleman.*

***ATLANTIC Advertisements Are Read***

"643, Ulster Chambers,  
Regent Street, W.  
London, 9-5-1922

Mr. N. J. Peabody,  
The Atlantic Monthly,  
Boston, U. S. A.

Sir:

I take this opportunity of expressing our appreciation of the many enquiries we receive through this advertisement. It has proved the best medium of its kind we have yet tried in the U. S. A.

The enquiries are from people in good circumstances and therefore suitable for the high class goods we offer.

I am, Sir

Your respectful

S. A. Newall, Snr."

JUST ANOTHER BIT OF EVIDENCE THAT IT PAYS TO ADVERTISE  
IN

## The Atlantic Monthly

*One of the Quality Group*

**Who also publish The House Beautiful and The Living Age**

# The Little Schoolmaster's Classroom

FOR the first time in his somewhat variegated experience, the Schoolmaster has received a piece of what might be called real sales-promotion literature on behalf of a Government Department. It is in the form of a booklet, sixteen pages and cover, printed in colors, and devoted to a description of the service which the Automotive Division of the Department of Commerce is prepared to render to American manufacturers. The text was prepared by a committee appointed by Gordon Lee, Chief of the Automotive Division, and was originally published in *Automotive Industries*.

It is well known that Government Departments are not in the habit of thus advertising their services, mainly for the reason that Congress does not supply them with funds for such a purpose. Lest the above announcement cause misapprehensions therefore, and mayhap heart-burnings, it should be added that the booklet is published, not by the Department of Commerce, but by a group of trade associations in the industry itself. As the foreword puts it: "This report outlines the opportunities available for American automotive manufacturers in international trade and shows how practical commercial assistance is being given by the Automotive Division of the Department of Commerce, under the direction of Gordon Lee."

\* \* \*

To a person of an imaginative turn of mind, there are great possibilities in the news from Cambridge that Harvard University may become possessed of a publicity agent with the rank of full professor, together with all the academic insignia and hereditaments that go with it. According to the committee of the alumni which has been investigating the publicity problem, "The University does not want a mere press agent without any academic standing of

his own. It wants a man of faculty rank, whose title expresses a relationship of confidence and authority, close to the central authority of the University. His function should be made a permanent one with an appropriation sufficient to offer a satisfactory academic career comparable to that of a full professor."

The Schoolmaster would not stop there, however. Not only would he invest the press agent with a gorgeous title, but he should have a special honorary degree with gown and hood to match. In the exercise of his functions he should be preceded by a mace and sword, a bearer of the manuscript on a velvet pillow, and no less than four trumpeters in tabards. This would not only lend dignity to the enterprise, but would bring a little color into the otherwise drab existence of the humble editor who seldom has enough to entertain him anyway.

\* \* \*

A space-buying member of the Class, who receives many and various kinds of solicitations, sends the Schoolmaster a letter that he says is "the funniest and most pathetic ever." With but changes in the name indicative of the field of the soliciting publication and of its proposed habitat, the Schoolmaster passes the letter on to the Class for its edification. It reads:

"Gentlemen: I am interested in the organizing of a new corporation with the idea of publishing a Bakers' Traid Journal, which would consist of 200 pages 9 x 12, and a circulation of not less than 25,000 and possibly 7500 copies the first issue.

"It will be 100 pages of good firstclass reading matter, on bakers and we wish to secure 100 pages of Baker advertising matter.

"Can your Company secure theis advertising for us, and if so at what price and how soon.

"We would expect to charge for



*Only one-fifth of the buildings owned by the Bell System are shown in this picture.*

## A Telephone City

Above is an imaginary city, made by grouping together *one-fifth* of the buildings owned by the Bell System, and used in telephone service. Picture to yourself a city *five times* as great and you will have an idea of the amount of real estate owned by the Bell System throughout the country.

If all these buildings were grouped together, they would make a business community with 400 more buildings than the total number of office buildings in New York City, as classified by the Department of Taxes and Assessments.

Next to its investment in modern telephone equipment, the largest investment of the Bell System is in its 1,600 modern buildings, with a value of \$144,000,000. Ranging in size from twenty-seven stories down to one-story, they are used principally as executive offices, central offices, storehouses and garages. The modern construction of most of the buildings is indicated by the fact that the investment in buildings is now over three times what it was ten years ago.

Every building owned by the Bell System must be so constructed and so situated as to serve with efficiency the telephone public in each locality, and to be a sound investment for future requirements.



**"BELL SYSTEM"**  
**AMERICAN TELEPHONE AND TELEGRAPH COMPANY**  
 AND ASSOCIATED COMPANIES

*One Policy, One System, Universal Service, and all directed toward Better Service*



## BERRIEN COMPANY

INCORPORATED

19 W. 44th St., New York

*Advertising*

• Acker Merrill & Condit •

• Quincy Cigars •

• Bates Hats •

### Assistant Sales Manager

Want young man  
of unusual ability,  
under 35 years of age.

Large organization,  
excellent opportunity  
for advancement.

ADDRESS "M. E."

Box 59, Care Printers' Ink

this space just about the regular Standard Rate card of American Association Advertisers.

"This business would be located in one of the best Cities in Pennsylvania with talented brains at the head of each department."

\* \* \*

Wonderful progress has been made in advertising to stockholders since PRINTERS' INK first started to agitate the subject several years ago. There are, of course, many kinds of advertising messages that can be directed to stockholders. In the case of a large company, making hundreds or even thousands of articles, it cannot be expected that the outside shareholder, having no active connection with the business, will be familiar with all of the products of the corporation. The stockholder is naturally anxious to help the company in which he is interested all that he can. Other things being equal, he will use the products of the company, himself, and he will recommend them to his friends. But he cannot do this unless he is familiar with the line from which he is drawing his dividends.

A few years ago PRINTERS' INK recorded the fact that the American Can Company was then manufacturing some 43,000 products. Armour & Company, the du Pont interests, Landers, Frary & Clark, Sherwin-Williams Co., and dozens of other manufacturers must have lists of products, which run well into the hundreds.

To keep stockholders familiar with lines as extensive as these, it is necessary that at least the names of the products be brought to their attention at frequent intervals. Enclosures to be sent with dividend checks have always been one of the best ways of carrying such a message. The arrival of the check obviously makes the recipient feel friendly toward the company. He resolves in the future to do more boosting for it. The convenient list of products made by the manufacturer, which comes with the dividend, gives the shareholder something concrete on which to start his boosting.

## SALES PROMOTION MANAGER WANTED!

The advertiser hopes through this ad to obtain the services of the very best Sales Promotion Manager in the country. To the right man this opportunity will be limitless—but there is no room for mediocrity, unripened judgment, ambitious youth or enthusiasm unsupported by experience.

Above all things, the man we want must be a business man, and then a forceful executive, a writer of clear sales-making letters, a man who can get results, a man who can impart that faculty to others. He may be young in years. He must be willing to live in Chicago.

This man will be put in charge of a sales promotion department of 20 exceptionally good letter writers now engaged in stimulating repeat business through personally dictated letters with over 25,000 dealer customers. He will be charged with a more thorough accomplishment of this endeavor.

If you, Mr. Reader, are this man, or if you can count such among your associates, kindly write in full detail, preparing the way for a personal interview. You may write freely and in utmost confidence.

**Address: "W. F.," Box 81, care of  
Printers' Ink.**

## OFFSET LITHOGRAPHY

For national advertisers  
and others who use ad-  
vertising matter in color.

### THE WARSHAW PRESS, Inc.

"Everything in Lithography"  
175 WOOSTER ST., NEW YORK  
Telephone Spring 7653

Introduce yourself to  
The Richey Data Ser-  
vice—with its indispen-  
sable information on  
business, advertising and sales conditions that  
the country's most prominent executives are  
using. Low cost—but big value.

## RDS

Write for Bulletin  
**THE RICHEY DATA SERVICE**  
P. O. Box 101 Indianapolis, Ind.

## EVENING HERALD

LEADS ALL LOS ANGELES  
DAILY NEWSPAPERS IN TOTAL  
PAID ADVERTISING

National,  
Local Display  
and Classified

Total for first three months of 1922

## 4,161,108 Lines

### Representatives:

New York:	Chicago:
H. W. Meloney	G. Logan Payne Co.
604 Times Bldg.	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

## PRINCRAFT PRESS

We plan, write, design  
and print direct adver-  
tising—a single piece  
or a year's campaign.

*A ring brings a principal,  
with no obligation*

213 W. 40th St., New York  
Near Times Square BRYant 0131

About as effective an example of this kind of advertising as the Schoolmaster has recently encountered comes from the Westinghouse Electric & Mfg. Co. Here is a concern that makes numerous technical products which are likely to be beyond the ken of many outside investors in the shares of this corporation. In a folder, accompanying the latest dividend remittance, is a page headed "Some Westinghouse Products." Going on it reads: "This list is suggestive of many things electrical which our stockholders may themselves need, or which they can call to the attention of their friends." The list contains some ninety-eight products, among which are found such unusual articles as Air Ejectors, Bayonet Heaters, Bell Ringers, Booster Converters, Chocolate Warmers, Cozy Glows, Jumpers, Junction Boxes, Luxsolite Fixtures, Micarta Products, Ornamental Posts, Ovens, Safety Motor-Starters, Stokers, Tape, Turbines, Land and Marine, and Voltmeters.

\* \* \*

Last week a member of the Class sent the Schoolmaster a special edition of a newspaper printed in a small city near New York, with the admonition, "read the home-made advertising and laugh." The Schoolmaster read all of the advertising that was marked by his correspondent and didn't laugh. In fact, he felt that the advertising that had been put forth in that special issue was exceedingly well done. It was not until he came to the last page of the special edition, a full-page candy shop advertisement, that the Schoolmaster was moved to smile and then smile again. To lighten the day for the entire Class the Schoolmaster has been tempted to set down herein the part that so moved him. Here it is in its pristine glory and with the spelling uncorrected:

"We have been rewarded by the quick response of recognition evidenced by the popular patronage of our counters and tables, where both physical relaxation and mental contentment are invariably dispensed.

"Sublime soda that soothes and satisfies.

"Toothsome confectionery of rare deliciousness and purity—a restful atmosphere of welcome—such are the attractions we promise you.

"A Utopion of Rare Refreshment, Beckoning within it's portals those who are faint and weary.

"The oasis of North Broadway, favored by people of good taste.

"The irresistible invitation of immaculate environments. . . .

"The regaling breath of sweetness wafted to the passing throng. The longing lure of luscious captive sweets, heavily encased in smooth melting shells of palatably blended cream chocolate. . . .

"Treasure tokens in rare assortment, bearing the brand of quality par excellence, expressive of your esteem. . . .

"All bid you partake of the delicious dainties enriching their crystal shelved enclosure."



**Y NARRATIVE**

novelty, make the reader dwell on the words

that sell. Let us apply the *Lure of Lore* in book-lecture or literature, magazine or newspaper for you.

**SANBON SERVICE**  
Strength in Advertising  
Continental Trust Bldg. Washington D.C.



**Howell Cuts**

for house organs  
direct mail and  
other advertising

advertising people  
Charles E. Howell - Flisk Building - New York

## TWO MAGAZINES FOR ADVERTISING MEN

**NATIONAL ADVERTISING** Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 56 cents for current number or \$3.00 for twelve months' subscription.

**POSTAGE** Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Book-lets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

18 to 22 East 18, New York

**Northern New England**

MASSACHUSETTS, MAINE  
VERMONT, NEW HAMPSHIRE  
POPULATION 5363000

For 25 years we have been building a plant and organization to dominate this territory in the United Outdoor Advertising field. A complete, efficient service is now offered.

This service meets  
all your requirements

**THE KIMBALL SYSTEM**

Local Office  
Lowell, Mass.

**CANADIAN ADVERTISING**

CALL IN

**SMITH, DENNIS & MOORE**

TORONTO

MONTREAL

### A Survey of the Restaurant Field FREE

This survey is comprehensive and complete and is compiled from exhaustive investigations.

**The AMERICAN RESTAURANT**  
*The Magazine for Eating Places*  
First National Bank Bldg., CHICAGO

## American Lumberman

Published in CHICAGO

Member  
A. B. C.

**READ** wherever  
Lumber  
is cut or sold.

## House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years

**The William Feather Company**  
605 Caxton Building, Cleveland, Ohio

## Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

**"Standard Remedies"**  
(440 South Dearborn, Chicago)

## Sell to ST. LOUIS

And Its Famous  
150-Mile Radius

## Globe-Democrat

Largest Daily Circulation  
of Any St. Louis Newspaper

## Tell the Doctors through The American Journal of CLINICAL MEDICINE

4753 Ravenswood Ave. Chicago 17-W 42nd St. New York  
S. De Witt Clough, Adv Mgr

## Legion Advertising Men Hear Higham

The New York Ad-Men's Post of the American Legion was addressed by Sir Charles Higham, M. P., head of the London advertising agency bearing his name, on June 5.

He pleaded for closer co-operation between the advertising men of this country and England and also urged the development of the English market by American manufacturers. Sir Charles spoke, in part, as follows:

"The United States of America must no longer be insular. You can no longer take in each other's washing. You have got to sell your goods wherever you can find a market because you have unemployment.

"There is a market for your American sales in England. Cash in on it. It is trade. We have got the place for you, we have a love for you, we have the money to pay. Why don't you come there?"

"By advertising and selling we can do something that I fear we may not do if we do not get together—that is: catch the markets of the world. We had a common enemy. Both countries are trying to forget but what was the use in more than a million of ours and some sixty thousand of yours—and millions more ready to go—laying down their lives on the battlefields of France for a common cause if, when you have done it, you are going to give back to the enemy the trade of the world? I do not believe it.

"I do not believe that you are going to let the gold mine of Russia slip out of the hands of the English-speaking people. I do not believe you will let the trade that you have already got there go to Germany."

## M. W. Whittaker Joins Prudden, King & Prudden

Milo W. Whittaker has joined the staff of Prudden, King & Prudden, Inc., New York publishers' representatives.

Mr. Whittaker has been engaged in financial work in Philadelphia. Previously he had been with the Altoona, Pa., *Times-Tribune*, now the *Tribune*, as general manager, and for twenty-seven years he was general manager of the Jackson, Mich., *Patriot*, now the *Citizen-Patriot*.

## Field Day for Magazine Representatives

The Representatives Club, New York, held its fifteenth annual outing and field day at Gedney Farms on June 2, with upward of 100 members and guests in attendance.

## "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG



## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### BUSINESS OPPORTUNITIES

#### ASK FOR YOUR

copy of Harris-Dibble Bulletin.  
297 Madison Avenue, N. Y. C.  
It presents some good periodical publishing opportunities.

#### LETTERS WITH THE PUNCH ARE A SALES FORCE. BOOKLETS WITH PEP SELL GOODS.

These salesmen fine-comb your territory. Your cost per sale is trifling. Campaigns planned. Address Burr, Room 1203, 15 East 40th Street.

### Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNER, FENDLER & CO.  
New York City

### NEW PRODUCTS WANTED

We are constantly on the lookout for new propositions. Anything that could be sold by mail or through drug stores is particularly desirable. If you have any specialty and would care to dispose of the selling rights on a royalty basis or otherwise, send full description. Box 409, Printers' Ink.

**AN OPPORTUNITY**—Not one but three. Circulation manager, advertising manager and editor wanted who can finance themselves for several months. A rare opportunity to form permanent connection with new national magazine. Liberal interest in Company given to applicant who can make good. Must be a business getter and available quickly for duty at Jacksonville. Particulars on request. Florida Magazine, Jacksonville, Florida.

### ADVERTISING MEN

and sales managers like THE PRINTING ART (100-page monthly magazine 9½x12¼) for its most unusual exposition of interesting writing-selling principles and illustrated constructive criticism of current advertising. Printers, art directors and students admire its beautiful specimens of commercial art (full pages in color). Those subscribing in June will receive a complimentary booklet, "Advertising of Today—Upside Down and Inside Out," by Robert Ruxton. Money refunded after three issues if not satisfied. Order today—pay bill when rendered. Subscription, \$4.00; Canada, \$4.50. Published by The University Press, Cambridge, Mass.

### HELP WANTED

**Wanted**—Advertising representative for Chicago trade journals. Strict commission, same advanced in full on rated contracts. "Publisher," 1716 S. Michigan Ave., Chicago, Ill.

**Ad Writer**—Young man, by large Furniture House; must be good copy writer and make own sketches. Write, stating age, experience and salary expected. Box 412, Printers' Ink.

**Automotive magazine** of unusual sales potentialities desires publishers' representatives in all Southern and Western cities. Commission arrangement. Address Box 420, Printers' Ink.

**Experienced salesman** wanted to sell labels and cartons of every description within the territory of New York State or the city of New York. Reply to Box 415, Printers' Ink. Confidential.

**Copy writer** who can "hold his own" in agency where special attention is paid to the production of forceful selling copy. Progressive, rapidly growing agency handling important national accounts. Must be a man whose thoughts run deep and who feels sure of his judgment. Young man preferred. Leading Milwaukee agency. Write, stating experience, lowest starting salary and full details. Address Box 414, Printers' Ink.

### Splendid Opportunity for a "Go-Getter," with live, fast-growing daily in Florida city.

One of the liveliest newspapers in the liveliest city in Florida has a splendid opening for a man highly trained and experienced in the advertising and circulation field. The man wanted must know the newspaper game and prove by his past record that he is a business getter. He will be asked to handle the advertising and circulation end of the business, and must be in a position to invest from \$10,000 to \$15,000 in the business.

The paper is the largest in the city, which has a population of 12,000. Climate and living conditions are ideal and opportunity for expanding the business most alluring.

A real opportunity awaits the "Go-Getter."

Unless you are in a position to make the investment indicated and can show by your qualifications and experience your ability to make good, there is no need to reply.

Box 410, care of Printers' Ink.

**WANTED**—Successful publishers' representative with experience for well-established national weekly on commission or flat-rate basis. References. Benedictine Press, Mt. Angel, Oregon.

#### COMMERCIAL ARTISTS

"One man" art department in young advertising agency requires services of all-round, thoroughly experienced artist, especially capable in black and white figure and lettering work. Good starting salary offered, with opportunity to grow with us; state experience; age; whether married; salary desired. Box 421, P. I.

**Good Opportunity** for young man in New York City to take charge of advertising detail, make-up and follow-up on prominent weekly, with opportunity to do some outside soliciting during part of each week. If you are familiar with the small-town or farm field so much the better. Give full particulars of experience, references, salary, etc., in letter. Address "G. E. H." P. O. Box 139, Station F, New York City.

## WANTED

### An Experienced Advertising and Sales Promotion Man

to take charge of the Dealer Service Department of a large manufacturing industry in Philadelphia.

This is the type of man wanted: A young man—preferably around 30—who has had a thorough training in the production of advertising—particularly in dealer service work and direct-by-mail promotion. He must have worked with dealers and have sufficient knowledge of their reactions and their problems to be able to appeal to them effectively and to constructively help them move their goods. Naturally, he must have originality both in ideas and copy.

He must be a man who wants a *permanent* position which will put him in line for advancement in the company. If you believe you are the man, write telling your qualifications for such a position, including education and business experience.

Address Box 428, Printers' Ink.

#### MISCELLANEOUS

**Book Manuscripts Wanted!** Autobiography, fiction, business, religious, verse, travel—any subject. Immediate reading and report. Dorrance & Co., Publishers, 308-310 Walnut St., Philadelphia.

**House-organs, folders, booklets, etc.** Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

**MEN ONLY:** "The Pocket Chesterfield," on self-improvement, personal appearance and habits, manners, conversation, dress, how to get ahead in business and society. Illustrated. Invaluable for salesmen, office men, all men. Postpaid for a one-dollar bill. Dorrance & Co., Publishers, 308-310 Walnut St., Philadelphia.

#### POSITIONS WANTED

**ADVERTISING SOLICITOR** with class magazine or trade journal, preferably one for a wealthy clientele. Commission preferred. Address Box 416, care of Printers' Ink.

**FREE-LANCE COPY WRITER** Chief of big N. Y. agencies 8 years; expert. Exceptionally effective copy on any subject. Reasonable. Box 424, Printers' Ink.

**Writer of copy and letters** combining point and polish interested joining firm appreciating high-grade work. Accustomed meeting people. Can visualize and execute. Box 413, Printers' Ink.

#### PUBLISHER'S ATTENTION

If you are in need of good clean circulation, write for our plan. Twelve years' experience. Box 417, care of Printers' Ink.

**Advertising production man**, 24, printing estimator, thorough knowledge production details; good at lettering, designing and layouts; six years' agency experience. Box 422, Printers' Ink.

#### SECRETARY-STENOGRAPHER

Young woman having excellent business training, who is a "good man" where the job is a hard one, seeks interesting position requiring effort and unusual ability. Now assistant to busy advertising executive. R. L., 113 Lexington Ave., N. Y. C.

#### YOUNG ADVERTISING EXECUTIVE

—available, with an extensive knowledge of advertising gained from nine years' manufacturing and agency experience. Have thorough understanding of merchandising methods, essential factors in the functioning of a campaign, sales promotion plans and dealer co-operation.

Desirous of connecting with manufacturer as advertising manager or assistant to sales executive who wishes to be relieved of advertising details. Have ideas which backed with sound judgment will prove a factor in any organization. Married. Prefer to locate in N. Y. C. or immediate vicinity. Box 425, P. I.

# WE CONNECT THE WIRES

**TWO EXECUTIVES**—Advertising manager who knows the building field and has had successful experience producing sales literature addressed to architects and contractors. Also sales manager familiar with office equipment lines and who has wide acquaintance among railroad purchasing agents and department chiefs. Salaries will be adequate. Registration is free.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

**PUBLICITY MAN**, age 26, traveled and knows Canada and Europe like a book, in the advertising world, desires connection with advertising agency or progressive organization. Box 423, P. I.

**ART PRODUCTION EXECUTIVE**  
Ability to plan and produce original ideas for advertising. Working acquaintance with best New York artists. Knowledge of type composition, printing and engraving. Box 426, Printers' Ink.

**COPY WRITER**—Versatile, accurate, college trained, capable of handling wide range of subjects intelligently. At present employed in small agency, but desire connection with larger agency having need of much copy production. Man, 30, married. Box 418, care of Printers' Ink.

## Wanted

### A Job to Grow In

Present position promising little future progress, desire to connect with organization where ability and hard work will bring further advancement. College graduate; 27; married; varied experience in advertising, selling, sales promotion and management. First requisite is opening with ample possibilities for man who can make the grade. Box 419, Printers' Ink.

### Business Manager, General Manager, Or Publisher

A newspaper man, age 42, with every kind of experience wants a connection as business manager, general manager or publisher.

Have varied experience in higher accounting, circulation work, advertising management and general management. Can handle any department or every department. Have been general manager in two good size cities, have filled my niche in large metropolitan organization.

Would begin for less than have made in a place that gives promise of more than I have made. Will go anywhere.

Address Box 427, care of Printers' Ink.

# BINDERS FOR PRINTERS' INK

**\$1.<sup>00</sup> Each, Postpaid**

**PRINTERS' INK** binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

**Printers' Ink Publishing Co.**

**185 Madison Ave., New York**

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# Outdoor Advertising

NATION-WIDE

**110,000,000  
CIRCULATION**

## **POSITION—**

**meeting the Public  
face to face—One of  
12 advantages of  
OUTDOOR ADVERTISING**

**Thos. Cusack Co.**

### **CHICAGO**

HARRISON  
LOOMIS &  
CONGRESS STS.

### **NEW YORK**

BROADWAY  
FIFTH AVE.  
AT 25TH ST.

**BRANCHES IN 45 CITIES OPERATING IN OR  
REPRESENTING OVER 8,500 CITIES AND TOWNS**

## 75th Birthday of The Chicago Tribune Celebrated by Offer of \$100,000.00 in Prizes

The Chicago Tribune herewith offers \$100,000.00 in prizes for designs for an office building to be erected on the property between its present Plant and Michigan Boulevard. Commemoration of our 75th Birthday is made in this manner

- to adorn with a monument of enduring beauty this city, in which The Tribune has prospered so amazingly.
- to create a structure which will be an inspiration and a model for generations of newspaper publishers.
- to provide a new and beautiful home worthy of the world's greatest newspaper.

The contest will be under the rules of the American Institute of Architects. Competition will be open and international.

Architects desiring complete information are requested to write to

**ROBERT R. MCCORMICK**  
**JOSEPH M. PATTERSON**

*Editors and Publishers  
of the Chicago Tribune.*